

LIFE



EASTER CHORISTERS

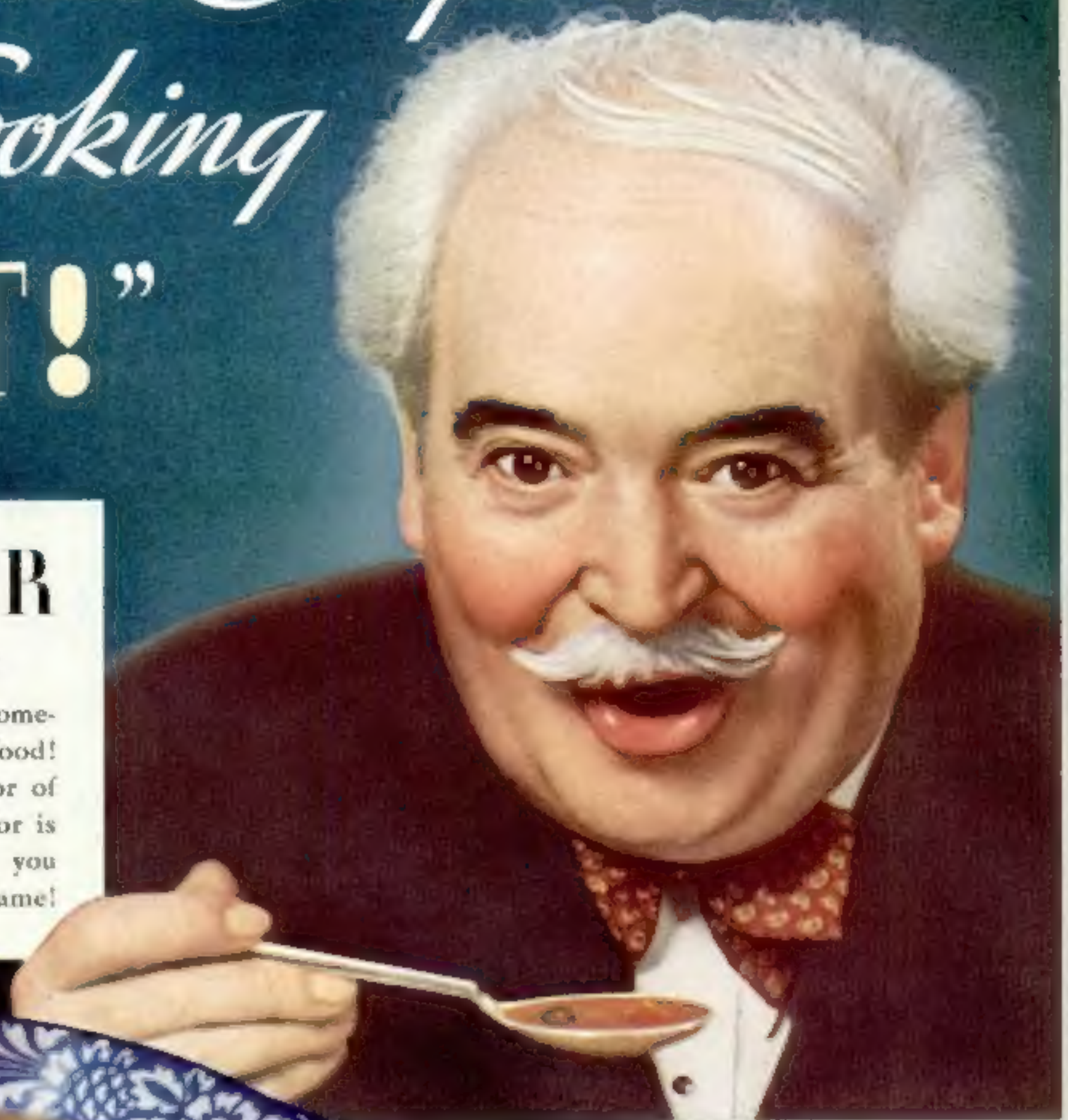
MARCH 29, 1937 **10** CENTS

*"These Delicious Soups are
Southern Cooking
at its **BEST!**"*

GEORGE RECTOR

world-famous cooking authority, says

"You can't beat Phillips Delicious Soup for real home-like flavor!" . . . And George Rector *knows* good food! He is America's foremost cooking authority, creator of dishes famous the world over. Today George Rector is Master Chef for the Phillips Kitchens—bringing you genuine Southern soups . . . as *Delicious* as their name!



You will echo George Rector's words of praise when you taste your first spoonful of Phillips Delicious Soup . . . All eighteen of our vitamin-rich, nourishing soups are made with that real down-in-Dixie flavor! Seasoned just right, the famous Southern way.

They're skillfully prepared from treasured old Dixie recipes—so as to bring out *all* the richness of their choice ingredients! Plump sun-ripened vegetables—picked garden-fresh for our gleaming kettles!

Precious spices carefully weighed! And such handsome cuts of meat!

Our soups are made exactly as you'd like them to be. In great, immaculate, sunny kitchens—presided over by snowy-clad chefs who take a personal pride in their work. We call it "lovin' cookin'" down here in Maryland. Your family will call it "*delicious*"!

Grand-tasting soups! Yet they actually cost *less*! Phillips Delicious Soups are condensed to *double richness*—giving you double the quantity when you add milk or water.

Ask your grocer—today—for Phillips Delicious Soups. If you have any difficulty getting your favorite variety, drop us a line giving your grocer's name. And remember, every meal is a *better* meal when you start it with Phillips Delicious Soup!

18 Delicious Varieties

VEGETABLE • TOMATO • PEA • BEAN
CELERY • ONION • ASPARAGUS • BEEF
MUSHROOM • MULLIGATAWNY
PEPPER POT • CHICKEN
NOODLE WITH CHICKEN
VEGETABLE BEEF
CLAM CHOWDER • SCOTCH BROTH
CHICKEN GUMBO • OYSTER SOUP



*Listen in to George Rector . . . 1:30 P.M., E.S.T.—12:30 P.M., C.S.T. . . every Wednesday, Thursday, Friday . . . Columbia Broadcasting System

PHILLIPS *Delicious Southern* **SOUPS**

Look at LaSalle!



THE LOWEST PRICED CADILLAC-BUILT V-8 OF ALL TIME

Before you buy your next car, look at La Salle!

For here is a V-8 built by Cadillac—at a price within reach of the average family.

Its performance is all that you would expect of a V-8 designed by Cadillac engineers and built by Cadillac craftsmen. Its graceful styling has no counterpart in the motor car world. It is, without question, the finest car ever to bear the name La Salle.

You will find, too, that a V-8 La Salle is surprisingly inexpensive to own. In all likelihood, your present car will serve for the initial payment. And the V-8 La Salle's all-around

economy will convince you that a La Salle actually costs less for gasoline, oil and upkeep than many cars of lower price.

Thousands of families are now enjoying their first La Salle—so many, in fact, that La Salle production has been forced to surpass all former records.

By all means, take this sound step before you buy your next car—Look at La Salle!

*Delivered price at Detroit, Mich., \$1095 and up, subject to change without notice. This price includes all standard accessories. Transportation, State and Local Sales Taxes, Optional Accessories and Equipment—extra. Model illustrated: Five-Passenger Touring Sedan—\$1260.

V-8 

\$1095*

AND UP

Copyrighted material

A glimpse back stage at a benefit performance covers Loro Roberts in this colorful peasant costume. She studied drama in Paris at Madame Pouchet's.



Loro Roberts admires a rare, gold-covered figure of a Kwanyin from the Tang Dynasty. She is a keen student of Oriental Art. Her family owns 3000 Chinese paintings.



A bull's-eye in the making? Loro Roberts prepares to draw a bow in one of the family matches. It's a battle between Elgin owners!

"Great-grandmother chose our first Elgin... I chose our twelfth"

writes LORO ROBERTS of San Francisco

NEW ENGLAND BORN, she studied at the Sorbonne... made her debut at Shanghai... has called Paris, Peiping, San Francisco "her home".

But, for all her many travels, it was to America that this talented member of the smart younger set turned when choosing her timepiece. The exquisite little watch she wears is an ELGIN!

"Thanks to my great-grandmother," charming Loro Roberts writes, "the ELGIN tradition is now four generations old in our family."

Some day you, too, will become an ELGIN owner. And once you see the new models, the

happy occasion cannot be long deferred. They are so flatteringly feminine... so superbly right in styling.

You sense at once their solid honesty in every detail of workmanship and material... their flawless accuracy. And you say to yourself: "Only ELGIN creates timepieces such as these!" It is true—for only at ELGIN has been achieved the perfect partnership of age-old craftsmanship and modern science needed to make such watches possible.

Let your ELGIN jeweler help you select a smart new ELGIN now. Each movement is timed to the standard of the stars by an electrical device devel-

oped through the cooperation of ELGIN master craftsmen. The quality of each case is plainly marked.

ELGINS with 15 jewels or more are offered by your jeweler at \$25 to \$500. Other dependable models from \$17.50. Slightly higher in Canada.

★ ELGIN ★

MARK OF AMERICAN LEADERSHIP SINCE 1865



\$225.00

\$47.50

\$37.50

\$39.25

\$39.25

\$45.00

\$60.00

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE



"The Reader's Digest" devoted 10 pages to this volume—because, in their words, "From Mr. Carnegie's extensive reservoir of experience has come the wealth of anecdote and common sense lessons in human relations in which **HOW TO WIN FRIENDS AND INFLUENCE PEOPLE** abounds."

JOHN D. ROCKEFELLER, Sr. once said: "The ability to deal with people is as purchasable a commodity as sugar or coffee. And I will pay more for that ability than for any other under the sun."

Wouldn't you suppose every college would conduct practical courses to develop this "highest-priced ability under the sun?" To our knowledge, none has.

How to develop that ability is the subject of **Dale Carnegie's** amazing new book.

A few years ago Chicago University and the United Y.M.C.A. Schools made a survey to find out the prime interest of adults. The survey took two years, cost \$25,000. It indicated that their first interest is health—and their second, how to understand and get along with people; how to make people like you; how to win others to your way of thinking.

Wouldn't you suppose that after the members of this survey committee had decided to give such a course, they could readily have found a practical textbook? They searched diligently—yet could find none suitable.

The book they were looking for was recently published—and overnight became a best seller. 46,000 copies were sold in three days of last week alone. More than 208,000 copies have been sold to date! **IT IS OUT-SELLING ANY OTHER BOOK IN AMERICA TODAY!**

A New Book—and the Man Behind It

It is called **How to Win Friends and Influence People**—and is written by the one man who is perhaps better qualified to write it than anyone else.

Dale Carnegie is the man to whom the big men of business come for practical guidance on the subject of getting along with people, dealing with them successfully, winning others to their own way of thinking. During the last 25 years he has trained more than 17,000 business and professional men and women—among them some of the most famous in the country.

When he conducts his course on Public Speaking and How to Influence People in the ballroom of the Hotel Commodore or The Pennsylvania, or the Hotel Astor (the second largest hall in New York) the place is packed to capacity. Large organizations—such as The New York Telephone Co., Westinghouse Electric and Manufacturing Company, and many others listed elsewhere on this page—have had this training conducted by Mr. Carnegie in their own offices for their members and executives.

This new book, **How to Win Friends and Influence People**, grew and developed out of that vast laboratory of experience. As you can judge from the panel at the top of this advertisement, it is as practical as 24 years of actual successful experience with the problems of thousands of people in all walks of life can make it.

Consider the Case of Michael O'Neil

Michael O'Neil lives in New York City. He first got a job as a mechanic, then as a chauffeur.

When he got married he needed more money. So he tried to sell automobile trucks. But he was a terrible flop. He suffered from an inferiority complex that was eating his heart out.

On his way to see any prospect, he broke out into a cold sweat. Then, before he could get up enough courage to open the door, he often had to walk up and down in front of an office half a dozen times.

When he finally got in, he would invariably find himself antagonizing, arguing. Then he would get kicked out—never knowing quite why.

THIS IS A BIG BOOK OF THIRTY-SEVEN CHAPTERS, INCLUDING:

The Big Secret of Dealing with People
Six Ways to Make People Like You Instantly
An Easy Way to Become a Good Conversationalist
A Simple Way to Make a Good First Impression
How to Interest People
Twelve Ways to Win People to Your Way of Thinking
A Sure Way of Making Enemies—and How to Avoid It
The Safety Valve in Handling Complaints
How to Get Cooperation
A Formula That Will Work Wonders for You
The Movies Do It. Radio Does It. Why Don't You Do It?
Nine Ways to Change People Without Giving Offense or Arousing Resentment
How to Criticize—and Not Be Hated for It
How to Spur Men on to Success
Making People Glad to Do What You Want
Letters That Produced Miraculous Results
Seven Rules for Making Your Home Life Happier

He was such a failure he decided to go back to work in a machine shop. Then one day he received a letter inviting him to attend the opening session of a Dale Carnegie course.

"It may do you some good, Mike. God knows you need it!"

He didn't want to go—he was afraid that he would be out of place—that there would be a lot of college men. But his despairing wife made him, saying, "It may do you some good, Mike. God knows you need it."

He went to the meeting, and other meetings of the course. He lost his fear. He learned how to talk charmingly and convincingly, how to make people like him at once, how to win friends and influence others.

Today Michael O'Neil is a star salesman for one of the country's largest manufacturers of motor trucks. His income has mounted and skyrocketed. Last year at the Hotel Astor, he stood in front of 2500 people and told a rollicking story of his achievements. Few professional speakers could have equalled his confidence—or his reception.

Michael O'Neil is a salesman—but his problem was exactly the same as that of thousands in other fields—the fundamental one of **getting along with people**. The way it was solved is just one example of what Dale Carnegie's help has meant to more than 17,000 people in all types of endeavor. **What Dale Carnegie has done for them he can do for you.** Look at the chapter headings. They indicate the amount of hard-hitting, priceless information Dale Carnegie's book contains. But the subject is so intensely important that we say, look at this book without obligation. Then decide whether or not you want to own it.

**Only
\$1.96**

If you
decide
to keep it!



DALE CARNEGIE

Dale Carnegie is the man the men of business come to for practical instruction in getting along with people. During the last 25 years, he has trained more than 17,000 business and professional men—more than any other living man.

Large organizations such as:

Westinghouse Electric & Manufacturing Co.

New York Telephone Co.

Bell Telephone Co. of Pennsylvania

American Institute of Electrical Engineers, New York

McGraw-Hill Publishing Company, New York

Brooklyn Chamber of Commerce

Philadelphia Chamber of Commerce

Philadelphia Electric Co.

Philadelphia Gas Works Co.

Carrier Engineering Corporation

Philadelphia Association of Life Underwriters

have had this training conducted in their own offices for their members and executives.

This new book is a direct result of Dale Carnegie's experience, the only working manual of his kind ever written to help people solve their daily problems in human relationships.

SEND NO MONEY

**Try Dealing THIS WAY With People
—for Just FIVE Days!**

This book has been published for only a short time. Yet it is now outselling any other book—fiction or non-fiction—in America! The presses are now running continuously to turn out 5,000 copies daily.

When you get your copy simply read it; there are no "exercises" to be practiced. Then try for five days Dale Carnegie's simple method of dealing with people. Judge for yourself, in your daily social or business life, how easily whatever you do, say, or write can win the friendship and the hearty cooperation of others—instead of arousing resentment, friction, and either a negative response or no action at all.

It is not necessary to send any money now. You may pay for "How to Win Friends and Influence People" when it is delivered—with the definite understanding that its price of only \$1.96 will be refunded to you if you wish it. If this book does what we claim, it will mean more to you than ANY book you have ever read. If it doesn't, we do not want you to keep it. Mail this coupon at once.

SIMON and SCHUSTER, Dept. C-623, 386 Fourth Ave., New York

SIMON and SCHUSTER, Publishers

Dept. C-623, 386 Fourth Ave., N. Y. C.

Please send me **How to Win Friends and Influence People**. I will pay postman only \$1.96 plus few cents postage charges. It is understood that I may read it for 5 days and return it for refund if I then feel that it does not in every way live up to the claims made for it.

Name.....

Address.....

City.....State.....

☐ Check here if you prefer to enclose \$1.96 plus 4c New York Sales Tax WITH this coupon, in that case WE will pay the postage charges. The same refund privilege applies of course.

NOTE: If resident of New York City add 4c for City Sales Tax.

This One



KZE3-70L-93HY

SPEAKING OF PICTURES . . .



1837 This view of a corner of Daguerre's studio is the earliest daguerrotype in existence. It required an exposure of about 60 minutes. Once he had per-

fectured his process and been pensioned for it by the French Government, Daguerre lost interest in photography, gave it up for painting only four years after his first success.



1843 This is one of the first outdoor photographs ever taken. It was made by Henry Fox Talbot who took the first existing photograph in 1835. Unlike Daguerre

who made his secrets public property in return for a pension, Talbot patented his "calotype" method, restricted its use, did not achieve the quick, wide fame of Daguerre.

THESE WERE ALL TAKEN BEFORE 1865

By 1865, photography was 30 years old, all the excellent pictures on these pages had been taken, and cameramen had discovered that picnics, views near Niagara and Egyptian ruins made fine picture subjects. This discovery has been confirmed by every generation of photographers since. The photographs here are part of the exhibit of the history of photography now being held by the Museum of Modern Art, New York. The principle of the camera—getting an image by letting light into a dark box through a minute opening—was known before Christ. But photography had to wait 20 centuries until someone hit on a method of recording the image permanently. Joseph Niepce, a Frenchman, probably took photographs before 1830 but the first definitely known photograph was taken by an Englishman, Henry Fox Talbot, in 1833. He made a piece of paper sensitive to light by coating it with silver salts, put it in his camera, got a negative photograph of an abbey window. He called it a "photogenic drawing" or "calotype." In 1837, Louis Daguerre of France succeeded in taking a photograph on a sensitized metal plate. Daguerreotypes could not be duplicated, calotypes could. In the 1850's, the more sensitive collodion or wet plates were perfected. These had to be sensitized just before exposure, developed immediately after. In the 1870's the dry plate came in. In 1889, George Eastman invented the film as used today.

Daguerre was photographed (below) in 1848 by the Meade Bros. of New York, early American daguerreotypists. The Frenchman gave his name not only to a process but to a style of portrait photograph.



Talbot was photographed (above) by John Moffat in 1860 not by his own calotype process but by the new and more expensive collodion or wet plate which had fast replaced the calotype and daguerreotype.



1845 This remarkably detailed daguerreotype of a scene near Niagara Falls was taken by Langenheim Bros., whose brother-in-law, Voigtländer, was a lens pioneer.



1849 The temple of Rameses II was photographed by calotype between 1849 and 1851 by Maxime Du Camp of Paris. Snapshotters with modern cameras do no better.

THE CROWD *Gasps!*

... But she knows **THE NET WILL PROTECT HER**

Hundreds of fear-chilled spectators think this talented young lady is in great peril... never realizing that when they are driving cars 50 to 60 miles an hour on ordinary tires they are exposed constantly to much greater danger.

Few drivers realize how suddenly control of a car can be lost as a result of a blow-out, or how frightful may be the consequences even at 40 miles an hour.

The new Fisk patented manufacturing processes give you PLUS-PROTECTION where you need it most... in the blow-out zone. Fisk Tires contain more cord fabric—a special Anti-Friction Cord fabric without cross-threads to chafe and set up internal heat.

This special fabric, plus the Fisk method of construction, produces a more flexible tire. Heat generated by the usual "hinging" action in tire side-walls is minimized. Tests prove Fisk Tires run 15% cooler at 40 miles per hour.

When It's Time to Re-Tire, protect yourself by demanding PLUS-Protection in the Blow-Out Zone—Get a FISK.

THE FISK TIRE COMPANY, INC., CHICOPEE FALLS, MASS.

FISK

PLUS-*Protection* IN THE BLOW-OUT ZONE



TIME TO RE-TIRE
GET A FISK

SPEAKING OF PICTURES *(continued)*

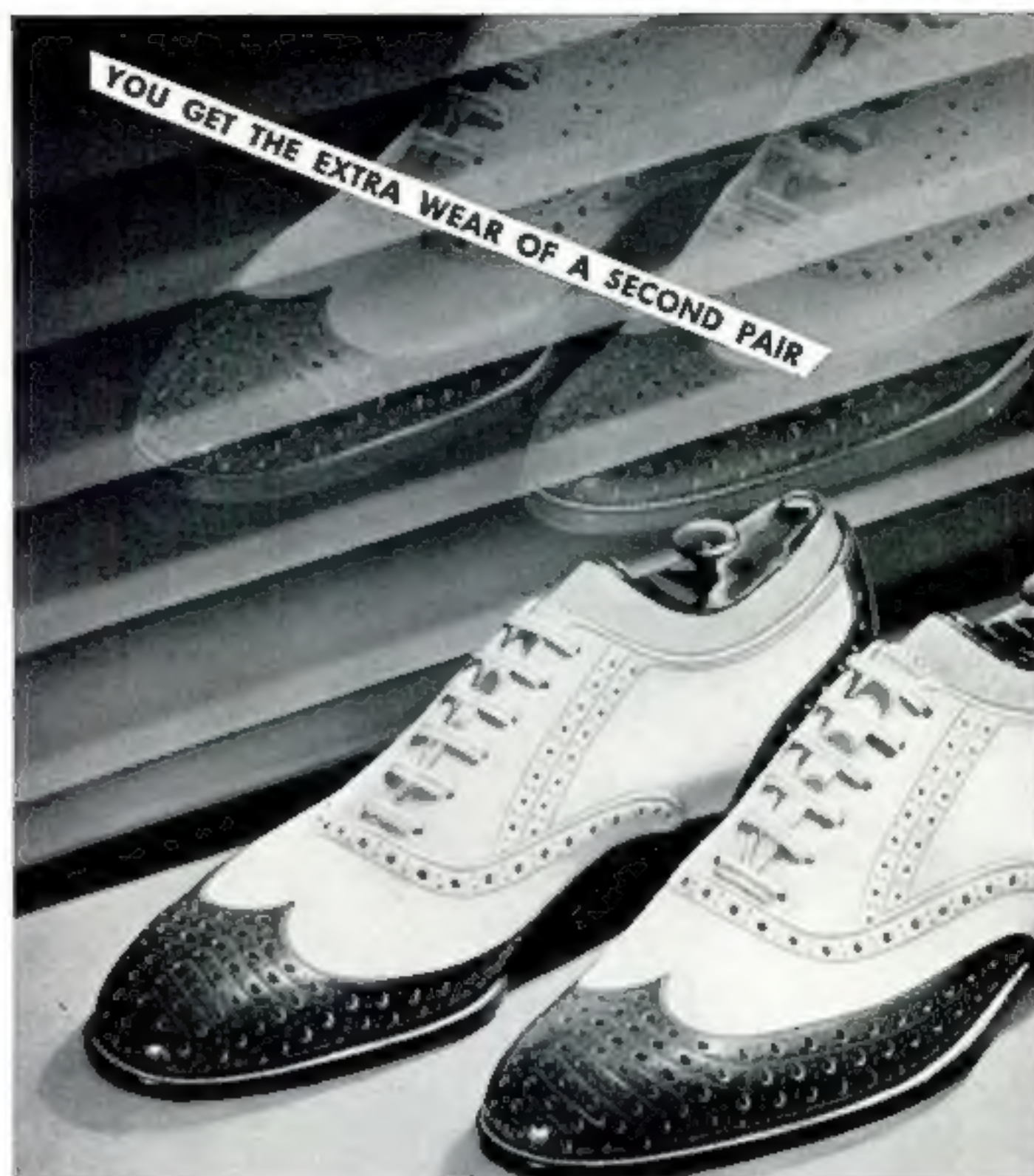
1850 Josiah J. Hawes, who took this stern portrait of Lemuel Shaw, chief Justice of the Massachusetts Supreme Court, studied under a pupil of Daguerre who had rushed over to Boston to teach daguerreotypy.



1854 First war photographed was the Crimean. The Russian battery above was snapped by an unknown photographer on collodion plate. Crimean War pictures are still lifes, for the camera was not yet fast enough to catch action.



1863 The Civil War was most notably photographed by Matthew B. Brady. The shot above of the Union field where General John F. Reynolds fell at Gettysburg was taken by T. H. O'Sullivan who, like Brady, used collodion plates.



BREAKING *distance records . . .*
to give your budget a "break"

"The extra wear of a second pair" is not a play on words...it's a real break for your shoe budget. It's the plus value you get in Florsheim shoes. They're marathon performers . . . built with the reserves a marathon "champ" must have. Far past the finish line for ordinary shoes, Florsheims keep on stepping off the miles . . . exploring fields of extra wear unknown to most shoes...adding months of extra service...and subtracting dollars from your annual shoe budget. It's a well-invested dollar that goes for Florsheims. *Style illustrated, THE DEERFIELD, S-719.*

\$8⁷⁵ AND \$10

THE
FLORSHEIM
SHOE

The Florsheim Shoe Company • Manufacturers • Chicago

LIFE *Invites* 750,000 *Subscribers* to its *Weekly Current Events Party*

Nothing like LIFE has ever happened in publishing history. When asked how the new baby was doing, one of its publishers was heard to reply, "Having LIFE isn't like having a baby, it's like having quintuplets."

Which reflects our attitude toward LIFE's first million of circulation. An experiment made in Worcester, Mass. (see LIFE, March 22) indicated a current national demand so tremendous that another million, and another million, and another and another would have to be printed if it were to be filled. Five million people eager to get to LIFE's weekly current events party?

In the face of that indicated desire, we said last week that we could only promise to produce 1,000,000 copies a week now and rise gradually to 1,500,000 by the end of the year.

Why?

There are two reasons why we say that a total of 5 or 6,000,000 copies a week is the kind of demand we can *not* follow this year.

In the first place, we can not afford it. It will be at least a year before income from advertising is proportionate to circulation. Meanwhile the cost of producing multiple-millions-a-week of a magazine of the character of LIFE would be prohibitive.

LIFE — LIFE — LIFE — LIFE — LIFE — LI

In the second place, it is now and will be for a long time, physically impossible to produce any such number of copies. If the necessary paper order (*for LIFE's kind of paper*) went out tomorrow, it would take a year to build new plants to fill it. And press manufacturers would need even longer to supply the required record-breaking order for new types of presses (*for LIFE's kind of printing*).

But even if these two reasons didn't end the argument, there is a third—less precise but equally compelling to us. LIFE—like TIME and FORTUNE and THE MARCH OF TIME—is an editorial adventure, an experiment, an attempt to find a new and better way of communicating vital information. This adventure is one in which readers as well as editors share. We want time in which the Editors of LIFE can become acquainted with the Readers of LIFE and with the phenomenon of LIFE itself—so that they can discover the most effective kind of pictorial journalism. Until then, we do not desire LIFE to become too involved with the sheer mechanics of publishing on the multiple-million scale.

These three reasons are the "why's" back of our stated decision to regard 1,500,000 copies a week as our production top for 1937. It will be Year's End before we can achieve that.

R.S.V.P.

That 1937 top—a fifty percent increase over LIFE's current million—allows us to invite fifty percent more subscribers to LIFE's weekly current events party—750,000 all told.

It is a cordial and sincerely given invitation. We

value the half-million subscribers who already come each week, are gratified "because they *like* it" and because they usually bring the whole family along too, school boys and girls, cousins, aunts, uncles, and grandparents.

Expanding this welcome to 750,000 subscribers is no perfunctory gesture of politeness. It arises from our lively knowledge that steady growth in the number of subscribers is an Essential to LIFE's year-after-year life.

Rising to a projected 1,500,000-a-week top allows also for a fifty percent expansion over LIFE's current newsstand quota. Well do we know that for the nation's newsstand dealers such an increase will spell not only more profit, but blessed relief from their everlasting need to try to placate disappointed customers. We are as eager as they to speed this happier situation on.

By the end of 1937, then, we believe that our production objective of 1,500,000 copies a week will have been attained.

What the demand will be at that time no one now knows. It may hold up to the incredible millions indicated by 1937's Worcester test. It may be even more incredible millions. And it may be a great many fewer.

Whatever the figures, as 1938 begins, the problems they pose will be considered in good time. And in the meantime, we salute again our first million paid readers, extend a welcome in advance to our next half million, and pledge our whole energies to making LIFE's weekly current events party increasingly entertaining and enjoyable.



How Career Girls overcome the greatest handicap to success

BUSINESS . . . the stage . . . teaching . . . other professions . . . each is a field sizzling with fierce competition in which no quarter is asked and none given.

Who has the better chance of getting ahead — a girl whose breath is sweet and fresh or one whose breath is a continual offense to others?

Be Ever On Guard

Common sense gives you the answer. Today only the dull and stupid fail to recognize the threat of halitosis (bad breath) and the harm it can do. The fastidious, the intelligent appraise it for what it is — a constant menace that may be present one day and absent the next. They are continually on guard against it.

There has always been one *safe* product especially fitted to correct halitosis pleasantly and promptly. Its name is Listerine, and it is the pleasantest tasting, most delightful mouth wash you can use.

When you rinse your mouth with Listerine here is what happens.

Four Benefits

- (1) Fermentation of tiny food particles (the major cause of breath odors) is instantly halted.
- (2) Decaying matter is swept from large areas on mouth, gum, and tooth surfaces.
- (3) Millions of bacteria capable of causing odors are destroyed outright.
- (4) The breath itself—indeed, the entire mouth—is freshened and sweetened.

Imitations Fail

Many imitations of it have failed either because they could not do what Listerine does, because they did not meet standard requirements for an antiseptic, or because they were too strong, too harsh, or too bitter to be tolerated.

Of the imitations that remain, a very large number lack Listerine's speedy action and efficiency.

Don't Offend Others

When you want such freshening and deodorizing effect without danger, use Listerine. Use it every morning and every night, and between times before business and social engagements, so that you do not offend. *Lambert Pharmacal Co., St. Louis, Mo.*





FIRST IN AND LAST OUT OF A TRANSPORT AIRPLANE IS THE AIR HOSTESS. ABOVE IS MISS HELENA MEHL OF TWA'S KANSAS CITY TO BURBANK RUN

BOY MEETS GIRL—ON THE AIRWAYS

Five crashes in as many weeks this last winter did much to shatter the public's confidence in air travel. Passenger revenue on the Pacific Coast dropped nearly 50% after the 21-passenger Douglas plummeted into San Francisco Bay on the night of Feb. 9. The air lines were at a loss to explain the epidemic of mishaps. Some critics were quick to term it "cockpit trouble." Searching, constructive articles in *Collier's* and *FORTUNE* place major blame on the Department of Commerce, reasoned that the development and operation of air transportation had raced far beyond the Government's navigational aids. On Feb. 28 Director of Air Commerce Eugene Vidal suddenly resigned under fire. On March 17 a special Senate committee, after

a two-year investigation of air safety, issued its report in which it declared the present Department of Commerce setup unable to supervise U. S. air transport system, advised immediate expenditure of \$12,414,000 for such "proven aids" of air transportation as establishment of additional Weather Bureau stations, directional beams, two-way radio communication stations, emergency landing fields and, especially in the far West, blinkers on mountain tops.

That public confidence, after all these crack-ups and charges, is still as great as it is in air transport is due in no small measure to the air hostess whose cheery presence in the plane bolsters passenger morale. As a phenomenon of American life, she appeared on the sky scene only a few years ago. She

accepts the risks of her profession with singular fortitude, goes at her work in the air with smiling confidence. With one exception, the hostess in each of the recent transport crashes was killed. A year ago, when a big TWA transport piled into the Alleghenies, it was Hostess Nellie Granger who stumbled down the rough mountain in search of help. In the public mind the air hostess has become the new heroine of the skies, replacing the barnstorming "devil dog" and air-mail pilot. Yet off duty she is just a normal girl who likes to dance and go out on a good time. When she gets married, she generally leaves the service. Since Jan. 1 more than 30 air hostesses have been married. If you would see how the hostess works and plays, turn the page.

NINE HOURS OF AN AIR HOSTESS'



At scheduled stops Hostess Mehl checks the passenger manifest with the ground operators.



At plane's departure she takes "plane pouch" (mail and express records) from the agent.

Miss Helena F. Mehl, whom you see both in the air and on the ground on these pages, is a vivacious, attractive West Virginia redhead. Born in Parkersburg, she is 24 years old, stands 5 ft. 4 in., weighs 108 lb. She is a typical air hostess. She graduated from the public schools in Parkersburg, received her nurse's degree from the Mercy Hospital in Pittsburgh. She has been flying for about a year and a half. To get her job she underwent rigorous physical and mental examinations. To keep it she must take periodic tests, must not gain weight. Had she been over 28 years of age or had she weighed an ounce over 115 lb. when she applied for the job she would not have been accepted. On duty, she makes certain that passengers' seat belts are fastened when taking off or landing, introduces people to one another, points out various items of interest along the route, serves meals and sees to the general comfort of her passengers. As hostess she should be nice and chatty with male passengers without encouraging familiarity. At all times she must smile. That is a company order and often, when the plane runs into bumpy weather or flies through fog, that smile does much to reassure nervous passengers. She earns \$160 a month and has generous time off between flights. Until her marriage to Joseph McCoy, a home-town boy she secretly married last month, her private life was spent in the kind of fun and frolic shown below. Because she is chief hostess of TWA's western division, she will continue flying another few months.



Baby passengers, even when with their mothers, demand a good deal of the hostess' time.

OFF DUTY AN AIR HOSTESS MAY LIE ON THE S

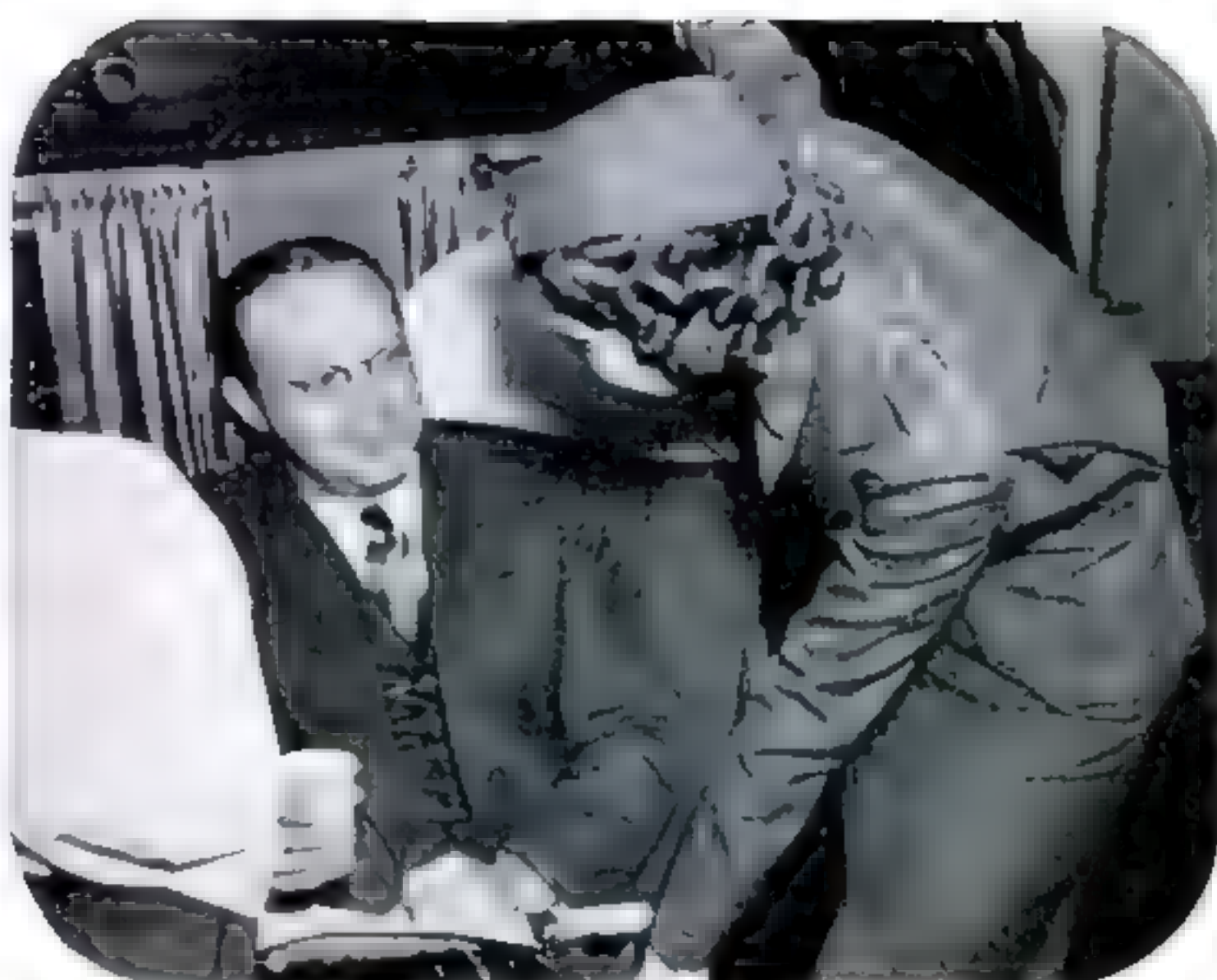


In the California sun Hostess Mehl often basks with her friends during her layover in Los Angeles. Her home port is Kansas City.

SPENT 10,000 FT. ABOVE GROUND *(continued)*



A match for a man smoking is part of Hostess Mehl's duties—left



A friendly chat with the hostess helps calm a nervous first tripper.



Babies must eat in the air as well as on the ground. Miss Mehl holds the bottle



A diaper change is easy for Miss Mehl who is also a trained nurse.

HORSEBACK RIDING OR DANCE IN A NIGHTCLUB



An able equestrienne, Hostess Mehl keeps in trim with a morning canter in the park.



Tables are turned off duty. Miss Mehl's escort's job is to keep all cigarettes lighted.

(continued)

AIR HOSTESSES GET MARRIED AT RECORD RATE

Greatest personnel problem facing the large airlines is keeping their hostesses single. When a hostess marries, she usually leaves the company. Ordinarily an air line loses five or six girls a year in this manner. But none of the lines were prepared for the avalanche of marriages that have swept the companies since the first of this year. In the last six weeks United Air Lines alone has lost 17 hostesses to romance. In the week starting March 3, this hostess marriage movement reached an all-time high when six girls of the American Airlines resigned to take husbands. Most of the girls chose either pilots or traffic men from their companies. It is an exception for a hostess to marry outside her own company although no sense of loyalty prevented one AA hostess from marrying a TWA pilot. Second choice went to doctors; last, despite Hollywood, to passengers romantically met up in the clouds.



The First Air Hostesses. These pioneers were hired in 1930 by Boeing Transport Co. (now part of United) to prove the safety of air travel. All eight are now married. Today four companies (UAL, AA, TWA and WAE) employ 270

hostesses. Two (Eastern Air Lines and Pan American Airways) have flight stewards, a male equivalent. Possibly more useful in that they carry luggage and shine shoes, stewards will never replace the hostess in passengers' hearts.

THEIR WEDDINGS ALL OCCURRED DURING THE SAME WEEK



One of six American Airline hostesses to get married over the March 13-14 week end was Alee Isaacs. Three of the other five are shown on this page with their new husbands. Miss Isaacs married Al Aldridge, manager of American's airport at Fort Worth, Tex. Mrs. Aldridge enjoyed the excitement of flying but admitted she was now ready to settle down.



Memphis Manager of American Airlines station is James O. Connor, shown with his bride Ann Clegg who was born 25 years ago in Fullerton, La. A registered nurse from Dallas, she joined American Airlines in 1934, flew the southern transcontinental route between Fort Worth and Memphis where she met her future husband.



At the Baptist Hospital in Memphis Hostess Ruth Osborn of Fort Smith, Ark. received her nurse's degree. On the staff of the John Gaston Hospital, Memphis, is Dr. Leo Harris. Since early 1935 Miss Osborn flew through Memphis on American sleepers, saw Dr. Harris on innumerable occasions. Now she is Mrs. Leo Harris.



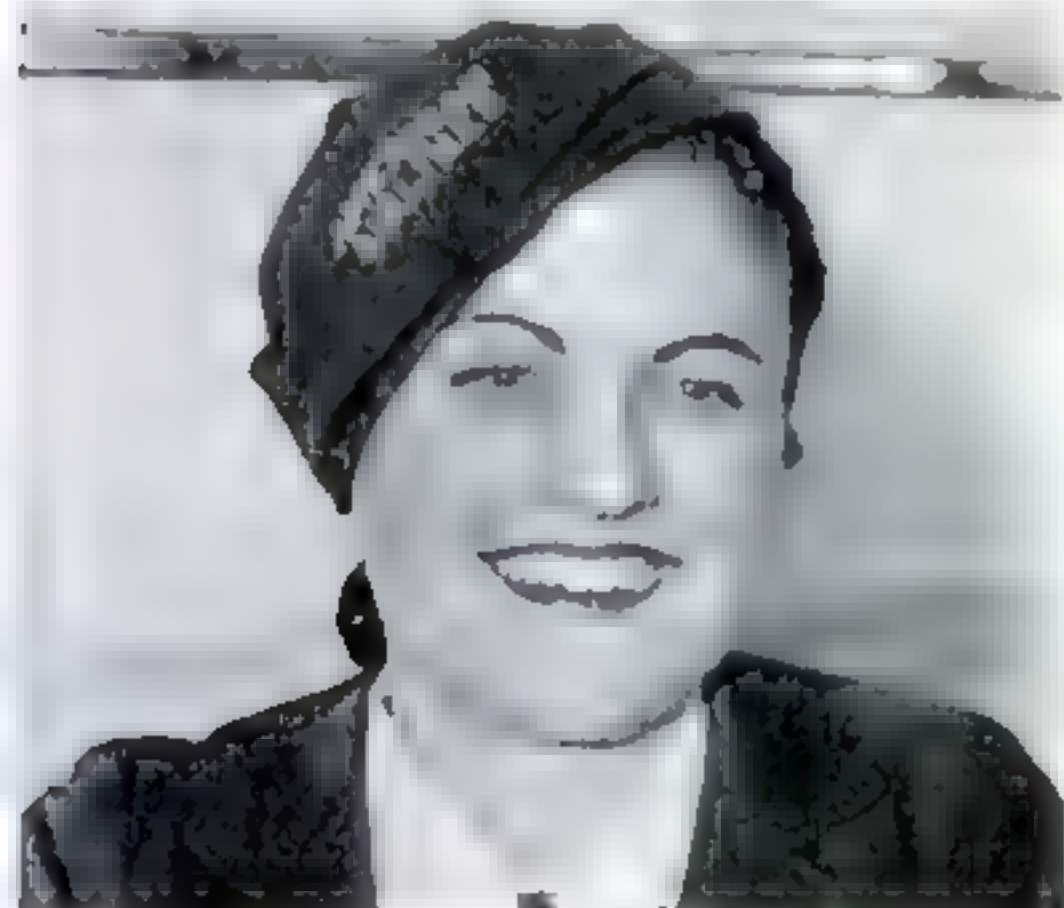
One of the first four hostesses hired by American Airlines in 1932, Nina E. Bell was born in Springfield, Ill., received her R. N. degree at the Cook County Hospital. Her run was between Chicago and Newark and a few weeks ago she passed her 500,000-mile mark. One day she flew with Pilot Frank Waddell. They were married March 13 in Chicago.



In romantic Newark TWA Hostess Mildred Figgins met TWA Traffic Manager Lawrence B. Weir. An East Orange girl with an R. N. from the Homeopathic Hospital there, she joined TWA in 1935, flew between Newark and Kansas City. She became Mrs. Lawrence B. Weir on Feb. 27—one of 30 air hostesses married since the first of the year.



Sister hostesses of United Air Lines made this arch over Mrs. George A. Cruse and her new husband as they started on their aerial honeymoon lately to Honolulu via Pan American clipper ship. As Hostess Thelma Griffiths, she met Mr. Cruse, a New York broker, while working on the Chicago-Newark run. Hers was one of the rare marriages outside the service.



Hostess Jeanne Baird of Cleveland, Ohio is one of American Airlines' earlier contributions to the marriage market. Two years with the company, Miss Baird flew 250,000 miles before resigning to marry Tom Ferris, Toledo, Ohio newspaper man.



Hostess Carolyn Olson of St. Paul, Minn. once nursed Footballer My Uhl back to health. Last month she resigned from her United job to become the bride of Minneapolis' My Uhl.



Hostess Verda Bradley was born in Lilly, Pa. She received her R. N. from the St. James Hospital in Pittsburgh. Joining TWA in 1935 she flew between Newark and Pittsburgh until Feb. 22 when she married Capt. Fred Smith, crack TWA pilot.



"Er—please, sir. We mustn't interpret the word 'hostess' too broadly." Cartoonist Peter Arno in *The New Yorker*.



Hardest hit by the marriage bug was United Air Lines. Quick to show their loyalty to their company were these

five hostesses who took a vow not to get married this year. United's Traffic Man John Shields doubts their sincerity.

DEATH ON THE AMERICAN NEWSFRONT: A TEXAS SCHOOL AND 400 PUPILS BLOWN TO BITS



Superintendent W. C. Shaw (left) saw his school blow up before his eyes, lost a son in the blast. Unnerved and trembling, he tried to take some of the blame for the tragedy.

The New London School appears below as it looked before the explosion. Built only four years ago, it was splendidly equipped with the proceeds of taxes on rich oil land.



The scene of the disaster appears below, 24 hours after it happened. The New London school was an E-shaped building, with the back of the E in the foreground. Still standing at the outer prongs of the E are two wings of

the building. The centre prong, half of which is standing was an auditorium, where most of the pupils were gathered. Notice one oil derrick at the top of the picture and another to the right of the school. New London's trained

oil workers, using their trucks, derricks and winches, made short work of the wreckage. Within 48 hours it had all been ransacked for bodies and carted away in the trucks which are lined up on the near side of the ruins.





Under a mass of wreckage in the cellar this boy's body was found. The boy had been studying in a classroom on the

first floor when the explosion occurred. To remove his mangled body rescuers had first to jack up the debris.

New London, Tex. rests on one of the richest oil pools in the country. Among the evidences of wealth which oil brought to the dusty little town in the seven years since the East Texas pool was discovered was a fine, new school, "the richest rural school in the world." New London School got its revenue from oil wells and taxes on oil land and its heat from the natural gas which is found with oil. According to expert opinion, it was the gas which destroyed the school at 3:20 p. m. on March 18.

As Superintendent W. C. Shaw was standing in front of the school building, he heard a horrible roar, saw the roof rise, the walls buckle outward and all but the wings of the building come tumbling down. Air concussion knocked the Superintendent flat on his back. There had been about 740 children in the school at the time, drawn not only from New London but from all the county and ranging in age from 9 to 18. A few clambered out from the ruins uninjured. More were brought out on stretchers and hospitalized. But most of the children in the school were killed outright. Practically every family in the region lost at least one child. Forty-eight hours after the blast the best estimate of the dead was about 400.

Though gas had apparently caused the tragedy, no one knew exactly how. The school rested upon a shallow, sealed cellar, through which gas pipes ran to the radiators. Superintendent Shaw thought that gas might have escaped into the cellar from the pipes or from fissures in the earth. He remembered having instructed a janitor to sink an unused pipe end below the floor and cap it, wondered bitterly whether the cap had been tight. Some engineers agreed with the Superintendent but others thought that the gas had leaked into the hollow walls. Either a spark or spontaneous combustion must have caused the explosion.





Out of the ruins comes another stretcher as its bearers pick their way over piles of crumbled bricks and splintered timbers. Note the dead child's foot, with the shoe torn from it, and the twisted leg. Medical examiners reported that many of the victims apparently died, not from being crushed out from the air concussion, which tore their bodies to pieces. As each stretcher came out, parents crowded around to see whose child it was and whether dead or alive.

Makeshift mortuaries were set up in stores, garages and laundries of New London and all the towns for 20 miles around. The scene below is in a garage at Overton. Parents went from town to town over the muddy, red clay roads, searching every death station, sometimes finding their children's bodies scattered far and wide. Undertakers embalmed the bodies in full view of the searchers and as fast as possible put them in coffins to make way for more.



DEATH ON THE AMERICAN NEWSFRONT *(continued)*



Hospitals were crowded with cases like Paul Elliott (*above*) who was seriously injured on his head. At Tyler a brand new hospital barely opened its doors in time to be swamped by many more cases than it was equipped to handle.



Still smiling despite his injuries is Jimmy Horensell who appears with his mother *above*. Like many another New London mother, Mrs. Horensell at first feared that her son had been among the victims of the explosion.



A happy mother, Mrs. Tom Rodgers, nurses her son in an improvised hospital. Children who were not so seriously injured as others had their cuts sewn up without anesthetics, the precious supply of ether being saved for the worst cases.



An anguished father E. H. O'Neil (*second from left*) stands at the grave of his son Raymond, supported by friends. Burial of the victims was necessarily swift and simple. Seventy-five ministers worked in shifts, conducting brief individual funeral ceremonies. Graves were dug hastily by a squad of volunteer workers recruited from the oil fields.



Taken out alive, though his face was mangled and bloody, was the boy on the stretcher *above*. Some boys and girls were found alive 24 hours after the explosion, huddled in the mass of wreckage beneath protecting timbers and bookcases. When a child was found to be alive, cries of joy went up from the lines of parents, who waited anxiously through the night.

LIFE ON THE AMERICAN NEWSFRONT: THE "AMERICAN NAZIS" CLAIM 200,000 MEMBERS

The name-calling contest between New York's Mayor LaGuardia and Adolf Hitler was widened on March 15 to include General Hugh S. Johnson and the "American Nazis." At an anti-Nazi mass meeting in Madison Square Garden, the General stormed: "Nazis boast that 10,000 storm troopers are already enrolled in this country. We even have Nazi youth camps where little uniformed Nazi cherubs learn to goose-step and see how far they can horn into the Boy Scouts."

The Nazi organization in the U. S. is the German-American League, formerly known as the Friends of the New Germany. Its leader (Führer) is the square-jawed orator at the right, a former chemist named Fritz Kuhn. Far from denying General Johnson's charge, Führer Kuhn amplified it by declaring that his League numbers 200,000 members. It has headquarters in Detroit but its stronghold is the Yorkville section of Manhattan. During the past three years the League has made news chiefly through the rowdiness of its meetings, which are always "disciplined" by squads of *Ordnungsdienst* or storm troopers. The League's declared objectives are fighting Communism, Jews and the American Jewish boycott of German goods. Presumably it is also in favor of an American Fascist dictatorship. To its members the League offers fiery speeches, stirring songs, comradeship, beer and pretzels—all dear to the German heart. In the summer it runs camps, not only for youth but for all League members. One of these is Camp Siegfried, on Long Island, where some of the pictures on these pages were made.

The American Nazis have no more bitter enemies in the U. S. than non-Nazi Germans. The day after General Johnson's speech the counsel for the anti-Nazi German-American League for Culture obtained a court warrant for Kuhn on a charge that his League had failed to file a statement of its purposes, in accordance with New York State law. Apparently welcoming publicity, Führer Kuhn sought more by decreeing a new uniform for his storm troopers. Instead of white shirts and black trousers, the troopers will henceforth wear uniforms like the one which Kuhn is wearing at right.



No. 1 American Nazi is Fritz Kuhn, national leader of the German-American League. Kuhn was a machine gunner in the War. He came to the U. S. in 1923, worked as a

chemist at the Ford Motor Co. in Detroit and became a U. S. citizen. In the picture above he is wearing the new League uniform, modeled on that of the American Legion.



Band music is found useful in stirring Nazi spirit at outdoor meetings of the German-American League. The picture above was taken last summer at Camp Siegfried on Long Island.



Storm troopers and other members of the League give the Nazi salute at a meeting in New York. The storm troopers are wearing the old uniforms of white shirts, black trousers.

LIFE ON THE AMERICAN NEWSFRONT: EXPORTS FOR WAR CAUSE A FREIGHT JAM



Scrap iron for England fills these freight cars in New York. The munitions race in Europe has caused such a demand for scrap that on March 11, 4,000 carfuls were awaiting shipment, causing a jam in freight yards. In the foreground are automobile brake drums.



Scrap iron for Japan is piled (above) in a Los Angeles yard. This scrap was shipped to Yokohama where the iron and the ship which carries it will be melted down. Meanwhile U. S. railroads refused to carry more scrap until their yards were cleared by shipments.

HELEN WILLS LOVE TRIES TO COMMIT SUICIDE BY WILL POWER



"I can will to die," said Mrs. Helen Wills Love after her conviction for murder March 9. She lapsed into a coma, had to be forcibly fed.



For six days Mrs. Love remained in a coma in the hospital of the Los Angeles jail. To make sure that she was not faking, the court reporter, court clerk and opposing lawyers held a hearing at her

bedside (above). The judge postponed sentence. On the sixth day Mrs. Love responded to the treatment of a psychologist, came out of the coma for ten minutes and then lapsed back.

FACES IN THE NEWS



"I am the High Knocker of the Lord," said Azel Manning (above) as he appeared at a Senate committee meeting in Washington to warn against trifling with the Supreme Court.



"Ugliest Man in Texas" is the distinction claimed by Joe Frederick (above), an undergraduate at Texas Christian University. He issued a challenge for the national title.



The expression of distaste above was achieved by a Chrysler sit-down striker in Detroit. Assigned to kitchen police duty, he went on sit-down strike against the strikers.

LIFE ON THE AMERICAN NEWSFRONT: OYSTERS FOR HUGHES, FRIED CHICKEN FOR ROOSEVELT



Chief Justice Hughes of the Supreme Court takes lemon with his oysters at a Brown University alumni dinner in Washington. This is his most informal picture in many years.



President Roosevelt uses his fingers on a piece of fried chicken at a barbecue in Warm Springs, Ga. The President is getting his second helping from Love Terry, waitress.

The day before the barbecue Mr. Roosevelt emerged from a four-day retirement at the "Little White House," spent nursing a sty on his eye and avoiding photographers.

FIVE OF THE WORLD'S GREAT LINERS SPEND AN HOUR SIDE BY SIDE



Four of the seven biggest ocean liners in the world appear in the picture above, along with one smaller ship. Left to right, they are the *Europa*, *Rex*, *Normandie*, *George* and

Berengaria. For one hour on the morning of March 18 these five oceanic giants were all at their New York docks together, making one of the rarest of maritime sights. The

Rex arrived from Naples at 10 a. m. and the *Normandie* left for Southampton at 11. The three big liners not present are the *Queen Mary*, *Bremen*, and *Conte di Savoia*.

MOVIE OF THE WEEK: *The King and the Chorus Girl*



Cowritten by no less a personage than Grocho Marx, *The King and the Chorus Girl* is easily the season's silliest movie. It begins when ex-king Alfred VII awakes in his Paris apartment after a three-week drunk and asks his ex-Chancellor, "Humbert—roughly—approximately—what month is it?"

To rouse the King from his torpor, the royal household takes him to the *Palais Berger*. There Alfred is being bored by cancan dancers *abso-* when his eye is caught by an American chorus girl, Joan Blondell. The royal household begs the Chorus Girl to repulse the King's advances, thus adding zest to his life and luring him away from the brandy bottle with which he habitually sleeps. At first she is not very efficient *see below*. The picture slows down while they fall in love, but regains its pace when the Chorus Girl runs away, embarking on a liner. The King charts her ship, marries the Chorus Girl and asks her where she wants to go for a honeymoon. The final shot is a composite showing a model of the *Hotel Fenwick* at Niagara Falls.

The success of *The King and the Chorus Girl* is due mostly to Fernand Gravyet, who plays the part of the King. A famous French actor and husband of one of France's richest women, M. Gravyet was imported for this picture by Warner Bros. He speaks perfect English. For his U.S. debut he changed his name from Graveney, for fear that "people would get me mixed up with the well-known national dish."



After his three-week drunk, the King (Fernand Gravyet) dismisses the matter of his breakfast with a *see below*.

"Have scrambled eggs, Your Majesty," begs the Chorus Girl. The King, assuming the pose above, replies, "No, I want..."





Alone on an ocean liner. The Chorus Girl (Joan Blondell), having run away from the King, is standing (above) in an empty lounge of a transatlantic liner bewildered by the fact that she seems to be the only passenger aboard. But the King is also aboard, having chartered the ship for their marriage (right).



"Now, darling, where would you like to go for your honeymoon?" asks the King. "Well, Alfred," says the Chorus Girl, "Niagara Falls." Orders the King "Captain, take this ship to Niagara Falls." The captain obeys (see below).

THIS IS THE TRICK ENDING OF *THE KING AND THE CHORUS GIRL*: A MODEL OF THE *ILE DE FRANCE* AT NIAGARA FALLS





PALM SPRINGS

On these pages and the next two you see America's swankiest winter resorts from the air. Though they have similar names, they are 3,000 miles apart, look different, offer different attractions, draw different kinds of guests. Above is Palm Springs—a California oasis in a land of mountain, desert and cactus, 45 minutes southeast by plane from Hollywood. Towering on the west is 10,800 ft



Mount San Jacinto. To the east lies the Colorado desert. The tiny tower (*tight centre*) belongs to Hotel El Mirador where you may see such Hollywood celebrities as Marlene Dietrich. At the less pretentious Desert Inn, hidden in the clump of trees (*left, centre*) you may possibly see Shirley Temple and Dolores Del Rio. You may golf at the Desert Inn's all green masher course or the

public links that skirt the range. A short drive into the desert brings you to the Racquet Club, where you may play tennis or swim for a \$750 membership fee. At night you may go to The Dunes, eight miles out, a night club smarter than the Manhattan variety. Streets were laid out for a boom that has not yet come. Now turn the page and see Palm Beach from the air.



PALM BEACH

Ten hours by plane from New York you see this island on the east coast of Florida. It is Palm Beach, land of sun, sand and surf, foremost winter playground of eastern socialites. Across Lake Worth (*left*), connected by causeways, is West Palm Beach, the resort's railroad station, business centre and commissary. Down the centre runs the County Road, main Palm Beach boulevard.



Midway you see the golf links of The Breakers, the big hotel on the Atlantic shore (minimum rate \$10 per day). To the left of the links, along the lake shore, are other famed hostleries. If you want Paris or London clothes, perfumes or jewelry, you may buy them in the smart New York shops south of the links. At night you may dance in the lovely Orange Garden of the Everglades Club

whose golf course appears in right foreground. The three miles of beach compose the most expensive ocean frontage in America. Here are the great houses of Vanderbilt, Hutton, Widener, Stotesbury, Donahue and the like, with their palm gardens, lawns and swimming pools. The Palm Beach social season which officially ends the first week in April has been the biggest and brightest ever.

A FABULOUS YALE RECORD IS ENDED BY HARVARD SWIMMERS

On March 22, 1924 the Yale swimming team was defeated by the Navy. On March 18, 1937 Yale was defeated by Harvard. Between those dates lay a fabulous record of Yale swimming supremacy in which Yale met every great college in the East in 164 dual meets without once tasting defeat. Until Harvard's triumph this month, Yale swimming victories had almost ceased to be news. Prime factor in Yale's extraordinary tank success has been Coach Robert J. H. Kiphuth, at left in the diving helmet in which he descends to the bottom of the practice pool in order to study the style of his various pupils. According to Kiphuth, only by watching from below can you get a true image of a swimmer's balance, stroke and technique. Bob Kiphuth's Yale career commenced in 1914 when he went to New Haven as an instructor in physical education. Three years later he was put in charge of university swimmers. Since then Yale's swimming record has become phenomenal. Kiphuth's ability to turn out championship teams year after year gained him the distinction in 1932 of being chosen to train the swimmers on the U. S. Olympic team. Stocky, short-haired, good-natured, popular, he hates going into the water himself, finds Yale's two pools so cold that he rarely swims in them, claims that he once nearly froze in Miami. A firm believer in body-building exercises to improve swimming skill, he scorns the timeworn swimming notion that such discipline makes swimmers musclebound. Below is the Yale swimming squad listening to Coach Kiphuth.



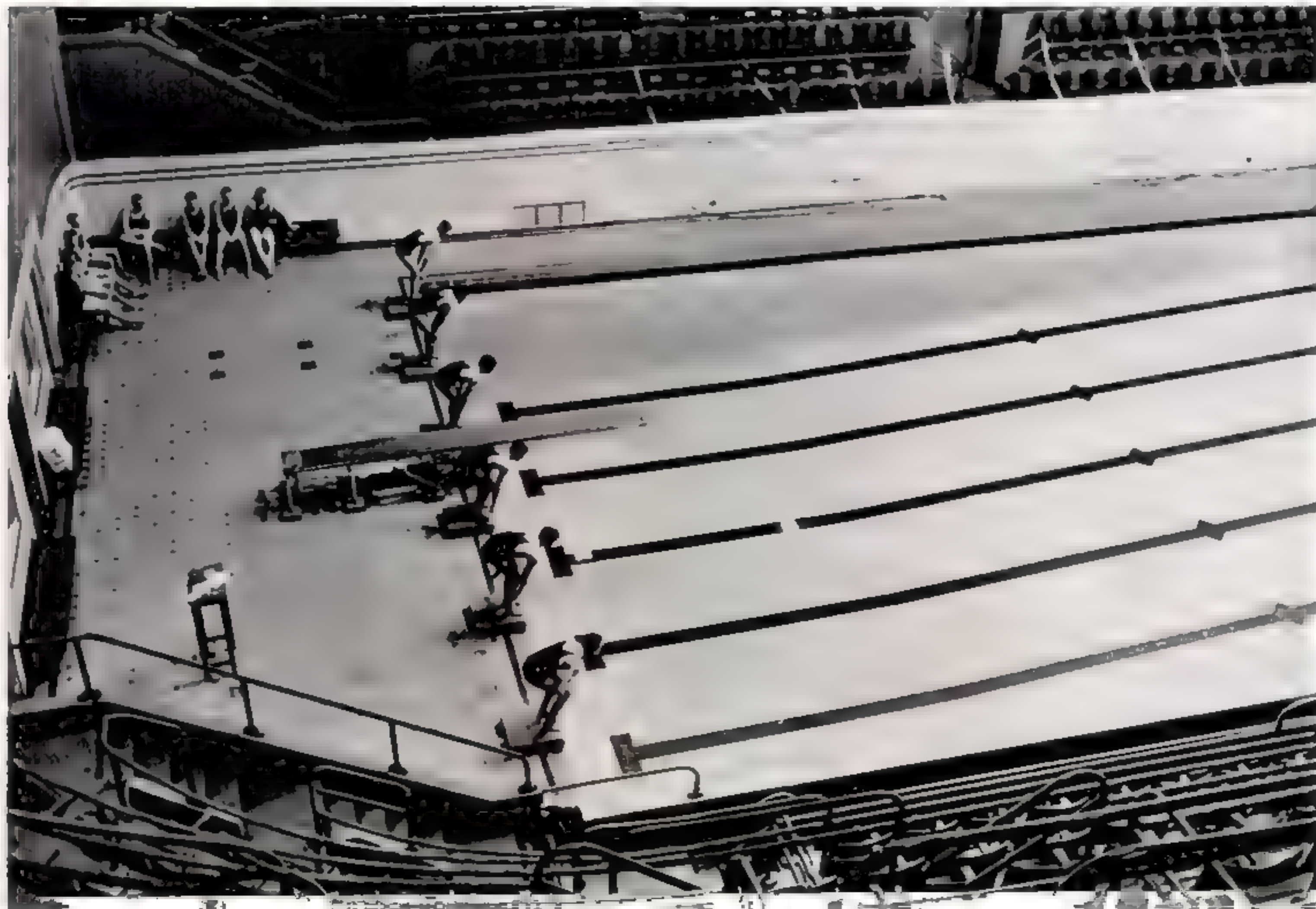


Landlubber drag like this is a regular curriculum activity of all Yale swimmers. Feeling that flexibility and buoyancy are of more importance than size in the development of the ideal swimming type, Coach Kiphuth has his men go through a stiff course of gymnasium exercises calculated to develop the big trunk muscles, both front and back, which whip the legs and pull out the arms. Continually on the lookout for new exercises, he finds Yale's \$4,800,000 Payne Whitney Gymnasium a perfect place in which to train his team.



Stomach and shoulder muscles are given special attention in the Kiphuth swimming-squad exercises at Yale. This year's group of some 300 swimming candidates went through the arduous kind of body-building exercises shown above for something like an hour every day during the first two months of training last fall. Until December they had no official actual swimming practice. Since then they have been combining both pool and gymnasium activity, with specific physical exercises assigned to specific men by Coach Kiphuth.

YALE'S EXHIBITION POOL IS 75 FEET LONG, 42 FEET WIDE AND HAS SIX 7-FOOT CHAMPIONSHIP LANES.



HARVARD SWIMMER

(continued)



Individual star of the Harvard swimming team which brought to a dramatic end Yale's twelve-year record of 164 consecutive dual-meet victories was Charles G. Hutter Jr. (left). A junior at Harvard, Hutter is 20 years old, stands six feet tall, weighs 171 pounds, was a member of the U. S. Olympic team last year. At Yale's recent Waterloo he finished first in two of the events, second in a third, scored one-third of the 39 points with which Harvard Coach Hal Ulen's men bettered Yale Coach Bob Kipthuth's team's score of 36. Hutter's first victory, in the 220-yard free-style race, was accomplished in 2 min., 10.8 sec., cracked the Harvard record, found Yale swimmer-up Peter Brueckel 5 yards astern. His second triumph, in the 100-yard free-style, took 52 sec., constituted a new dual-meet record. Scoring second in the 440-yard free-style, which was won by Brueckel of Yale, Hutter clinched the victory for Harvard, was hailed as the season's hero by 2,500 spectators at the Harvard pool.

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A GENTLEMAN'S WHISKY SINCE 1865



A SUPREME COURT JUSTICE OBJECTS

Pictures most sought after by Washington news photographers today are action shots of the nine U.S. Supreme Court justices around whom wages the battle of the year. On March 15 two cameramen went to the apartment house in which live Justices Benjamin N. Cardozo and Willis Van Devanter to snap them as they left for the court. Justice Cardozo posed agreeably. What Justice Van Devanter did a moment later appears below.



Justice Van Devanter dashed up in protest to the two picture-hawks waiting in the lobby of his apartment house. Meanwhile the exclusive candid camera picture above was taken. He seized Photographer Bill Smith (below) for a firm but gentle lecture on taking pictures without permission. Then he pushed both men out.



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LILLIENNE COX AND KATHRYN SMITH, JUNIORS AT SMITH, STEP OUT FOR A SNACK AT THE CAMPUS EATSHOP BEFORE THE ANNUAL SUPPER DANCE



SMITH COLLEGE GIRLS GIVE THEIR YOUNG MEN A WEEK END OF FUN AND FRIVOLITY

Photographs for LIFE by Eisenstaedt



TWO SMILING SMITH JUNIORS...

Because Smith College girls are unusually smart as well as unusually attractive, and because their hospitality is rightly famous, Smith proms are generally ranked top by most Eastern college men. Most popular Smith week end is the one during which the annual Supper Dance, a traditional affair at Northampton, Mass. since 1891, is held. To it this year went 1,081 male guests, the majority of them from Yale and Dartmouth, one lad whose home was clear across the continent in Washington. Arriving Friday, March 5, the young men attended class with the girls, joined them at such extra-curricular activities as squash and bowling. Saturday they cavorted with 1,312 Smith belles at a dance which began at 5 p. m. and was preceded by such evening-dress-in-daylight scenes as those on these two pages. Dancing continued until 12.30, while Sunday was devoted chiefly to taking walks and discussing last night's fun. Above, Freshman Alice Worms marches two escorts across the big quadrangle. In the background is Martha Wilson House, one of Smith's 47 dormitories.



...SEE A PHOTOGRAPHER AND TURN TAIL



Saturday classes at Smith on Supper Dance week end are attended by male guests as well as girl students. Above a Smith junior and a Hobart junior reveal 1937 styles in hair.



In the periodical room of the Smith College library this Princeton man, who has come up for the week end dance, obligingly helps his fair hostess brush up on Social Psychology.



Bandannas over their hair to keep the curl in despite the snowy weather make these Smith girls look like attractive Old World peasants as they listen to Professor Paul Leder lecture on the drama from 1660 on.



Squash racquets is a popular diversion with the girls and their guests. Like many a crack squash player, the boy above is from Harvard.



A helping hand is tended by the girl at right who sews flowers into place on a friend's dress in Ellen Emerson House on Saturday morning. Dressing for the dance is done early in the day



These Smith juniors, here shown applying finishing touches, should be old friends by now. Turn back to page 38 to see them sailing forth in full regalia



Most popular eating place in Northampton is the Tavern, where antiques supply a proper New England background to meals sure to include blueberry muffins.



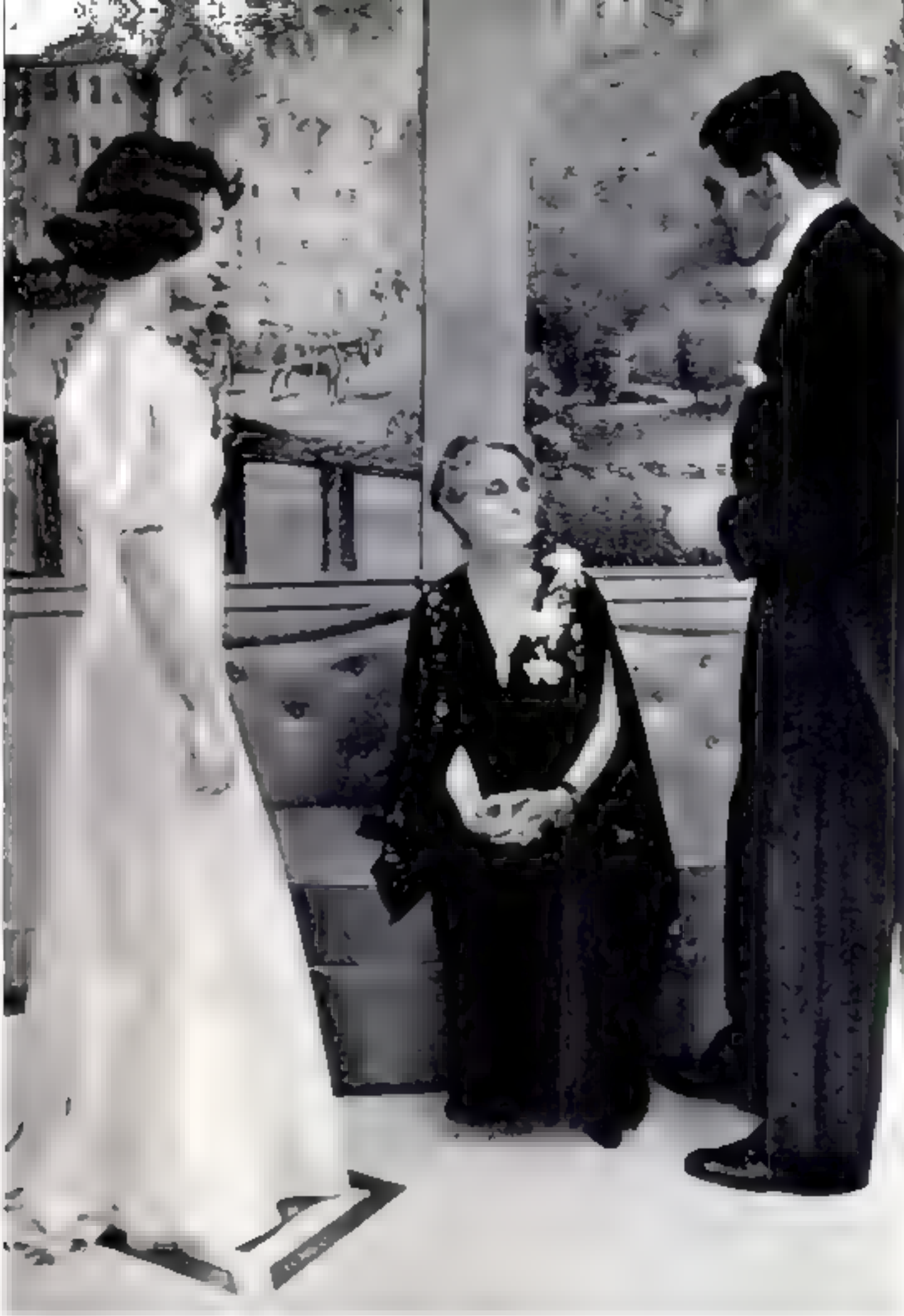
Impromptu dormitory for many of Smith's male guests was this banquet room in the Hotel Northampton. At the foot of each bed were six towels, soap, matches and a shoe cloth



The hotel barber did a colossal business on Saturday afternoon when the men sat patiently in line waiting to be shaved before getting into their evening clothes for the dance



SATURDAY'S DANCE FINDS THIS FESTIVE AND FRIENDLY GROUP ON THE STAIRCASE OF DEWEY HOUSE, SMITH'S OLDEST DORMITORY



Smith Warden Laura W. L. Scales chats pleasantly with a girl and her Supper Dance guest in the new, handsomely decorated Laura Scales House which is named after the warden.



Smith Junior Nancy Lowry of Long Island cuts in on her guest, Bob Birchall of the Dartmouth Medical School, at the Tyler House dance on Saturday night.

SMITH COLLEGE WEEK END (continued)

Most pleasurably anticipated social event of the festive Smith week end is Saturday's Supper Dance, an affair which under various names has been going on at Northampton for 46 years. Since Smith girls are housed according to a cottage system which involves many different campus dormitories, each one providing living quarters for from eight to 70 girls, the Supper Dance actually consists of 28 different dances, all of them going on simultaneously at 28 different houses between 5 and 12:30 p.m. As at other girls' colleges the girls, who outnumber the men by more than 20%, cut in on their guests. For many a lucky man his railroad and taxi fares constitute his only week end expense, since Smith girls, who do nothing by halves, pay not only for the dance and the men's rooms at the Hotel Northampton or elsewhere but also for their meals.

Buffet suppers are served in most houses at six o'clock in the evening. Here you see some of the 40 couples at Chapin House thoroughly enjoying their chicken croquettes.



This comely chain gang is carting some of the furniture which was commandeered for the dance back to their rooms upstairs in Lawrence House, now that the Supper Dance is over.

PAUL CADMUS OF NAVY FAME HAS HIS FIRST ART SHOW

The first one-man show of the paintings of Paul Cadmus recently opened in the Midtown Galleries, Manhattan. On the following pages are reproduced some of the canvases that appear in the exhibition. Notably missing from the show, however, is Paul Cadmus' most famous painting, *The Fleet's In!* shown below. This was painted for the Government's Public Works of Art Projects in 1934 and was to be shown in Washington. Before it could be hung, Admiral Hugh Rodman saw a photograph of it and exploded in his best quarterdeck

style. He wrote wrathfully to Secretary of the Navy Swanson that the painting was "an unwarranted insult" to the Navy which had "originated in the depraved imagination of someone who had no conception of actual conditions in our service." As newspapers frontpaged the rowdy painting, Secretary Swanson called for it, decided it was "right artistic but not true to the Navy" and had it hidden carefully away. Today neither the Navy Department, which has forgotten about it, nor Mr. Cadmus, whom it made famous overnight, knows where it is.



Paul Cadmus (above) comes of an artistic family. His father paints in a modest way. His mother used to do magazine illustrations. His sister is a designer. Paul was born in New York in 1905 and began to draw when he was 2½. When he was 14, he entered art school, studied for ten years, later worked for an advertising agency until he had enough money for two years in Europe. When he returned to the U. S. in 1933, there were no jobs for young artists. He joined the PWAP and painted *The Fleet's In!* By the time the fuss over that painting had subsided, Cadmus was receiving wide invitations to exhibit his work.

His work, fortunately, was sturdy enough to stand up under the assault of sudden fame. Museums bought his etchings. Critics acknowledged him as one of the abler young artists. He hopes now to make enough money from his current show to permit him to travel over the U. S. The only thing he thinks worth painting is the life around him. Though people are his favorite subjects, he finds people in the mass repulsive. He is, therefore, a satirist. His eye is keen and his memory sharp. He rarely uses models, preferring to work from memory and careful sketches.



Portrait of Three Ladies was drawn on a paper bag by Paul Cadmus when he was only four and a half years old. He had already been drawing two years. His family has preserved it.



THE FLEET'S IN! IS CADMUS' IDEA OF WHAT SAILORS DO ON SHORE LEAVE ON NEW YORK'S RIVERSIDE DRIVE. THE NAVY STRONGLY DISSENTS



Main Street (above, is the fourth panel of a mural called *Aspects of Suburban Life 1911*, painted for the Treasury Department Art Projects. The other three panels are in the Billiard Room of the American Embassy in Ottawa.

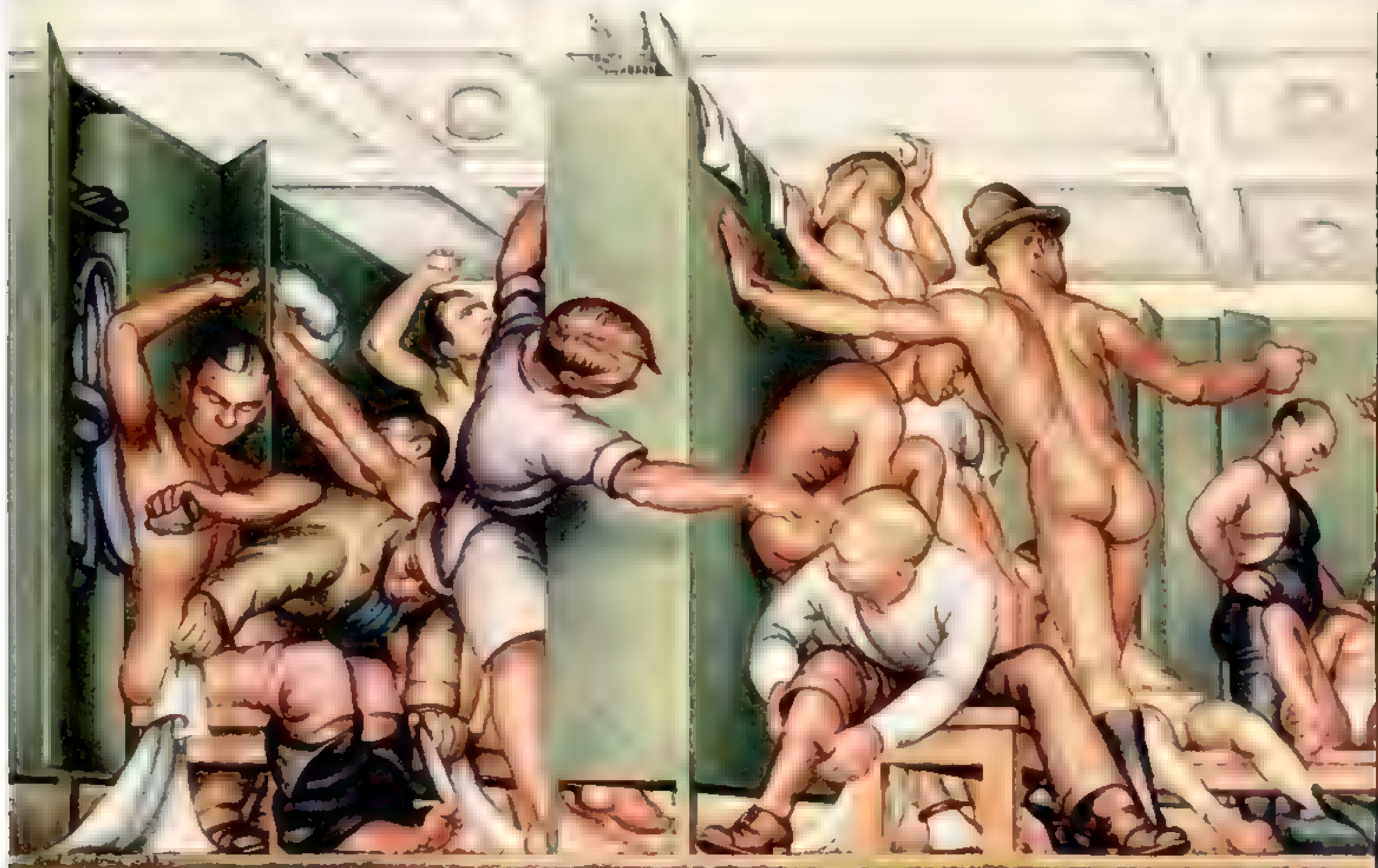
Coney Island — might be described as a modern-day, says to him. He painted it after one visit to that playground. The Coney Island Steamers' League has officially denounced the painting as a blot on their resort.



CADMUS

at home

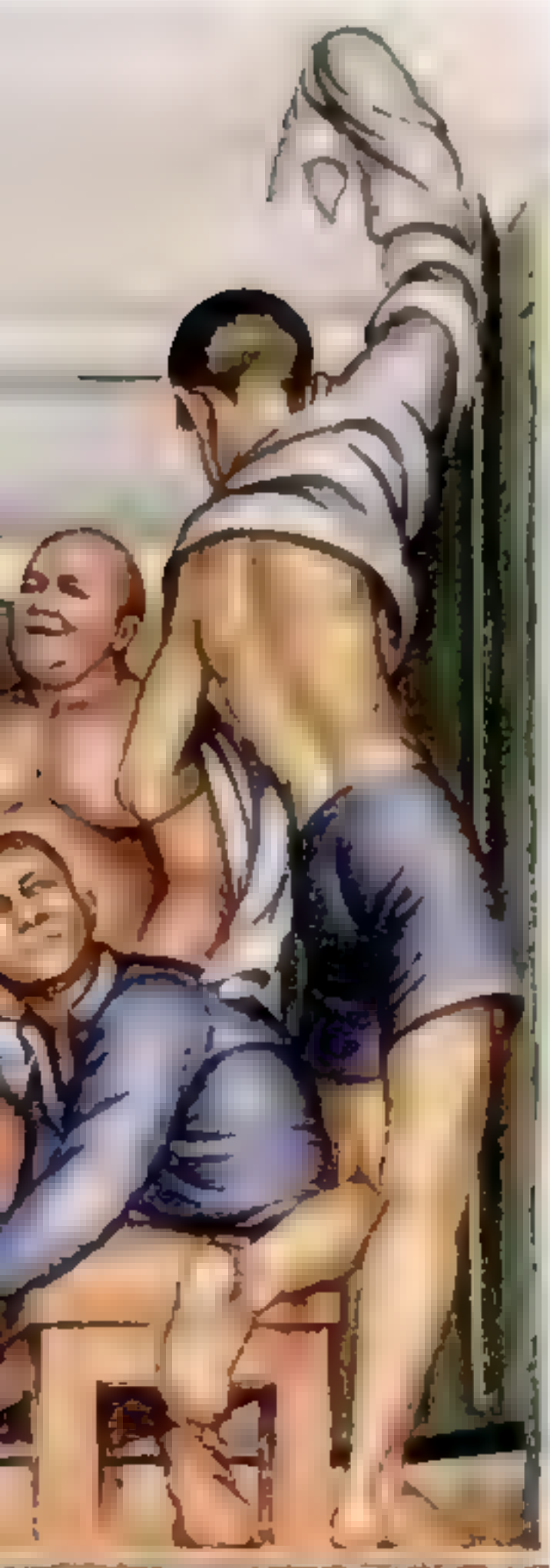
Paul Cadmus' absorbing interest is painting people and especially their anatomy—the play of muscles and the stretch of skin above them. In both his interest and his style, he takes openly after the 16th-Century Italian painter, Signorelli. So deep has his nodular absorption been that the mountains at the right have the same texture as the muscles of the bathers on the preceding page. An assured and expert draughtsman, Cadmus keeps his color harsh and high-pitched to reflect the vulgarity of life as he sees it. In his recent work, *Jerobah and Myra Street*, he shows less preoccupation with linear painting, a growing interest in broader pictorial surfaces.



Puerto de Andraitx on the opposite page is the only landscape Cadmus has painted. It is a scene on the island of Majorca where Cadmus lived in 1892 and 1893.

Gliding the Acrobats (right) was done for a circus exhibition in the Dallas Museum. Cadmus was intensely interested in contrast between natural and gilded flesh.

Y.M.C.A. Locker Room (below) is the 63rd Street "Y" in New York where Cadmus went for exercise. He painted it in faraway Majorca from memory and brief sketches.



THE TRUCK OF VALUE



Dual-Tone Design

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"Dual-tone" goes far beyond mere coloring. It is a completely new and entirely different feature—"built-in"—which blends cab, cowl, hood, radiator and radiator grille into one harmonious color design. "Dual-tone" is available in twelve options.

GMC's range in capacity from $\frac{1}{2}$ to 12 tons. Time payments through our own Y M A C Plan at lowest available rates

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GENERAL MOTORS TRUCKS & TRAILERS

GENERAL MOTORS TRUCK & COACH
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THE IDENTICAL TAYLORS ARE NOT IDENTICAL TWINS



Pauline E. Taylor, whose photographs are on the left side of this page, and Pauline Taylor, whose photographs adorn the right side, are all but identical twins. They were born within two hours of each other on the same day (Sept. 22, 1920), look alike, behave alike. What keeps them from being identical twins is the fact that they have different parents who are no kin. Pauline E. was born in St. Catharines, Ontario. Pauline was born in St. Ignace, Mich., 300 miles away. Only once in 100 births are twins born and only one out of three pairs of twins are identical. The Taylor coincidence probably happens only once in 40,000,000 births. The girls both have red hair and freckles, are the same height and weight, like the same food. Each plays the piano and swims equally well. They are both juniors at Southwestern High School, Detroit. Since they met three years ago, they have become inseparable friends and have taken to dressing alike. They go out on dates together and although the lads they chose for companions in these pictures look alike, Pauline says she likes brunet boys, Pauline E. says she prefers blonds. Pauline E. calls Pauline "Paulyann" and Pauline calls Pauline E. "Neene."

THE MIXER MARATHON

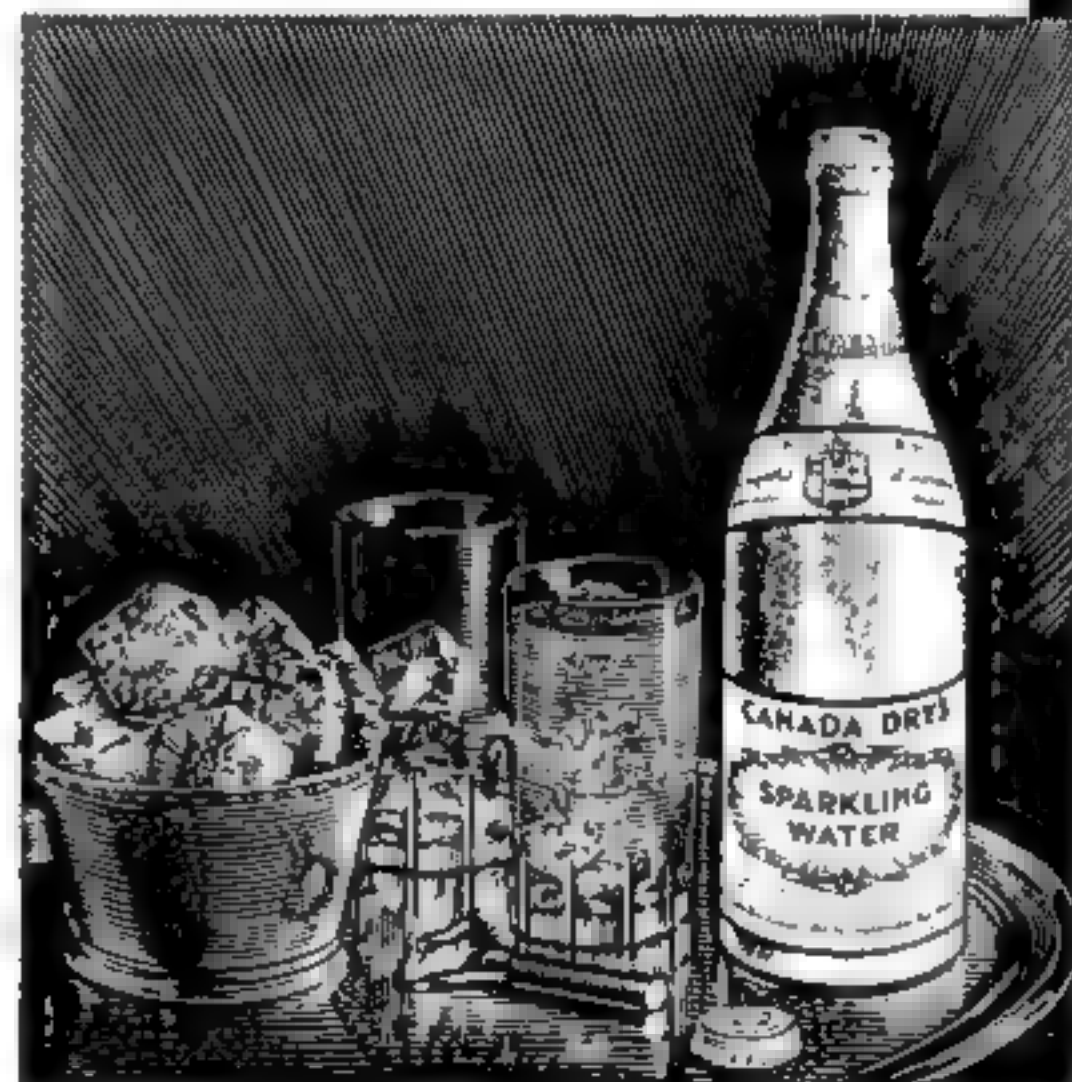
is won by the water
with the "CHAMPAGNE" Sparkle



The sparkling zest of Canada Dry's Sparkling Water is tireless. Mix your highballs with it and you can linger over them as long as you wish. You can actually leave an opened bottle of Canada Dry's Water in your refrigerator twenty-four hours and find it will still be full of life. Or if you would like to try a test used by experts, pour some into a champagne glass and notice the brilliant *continuous* sparkle. This is the "Champagne" Sparkle. The secret? PIN-POINT CARBONATION. Now at new low prices.

CANADA DRY'S SPARKLING WATER

THE WATER WITH THE "Champagne" SPARKLE



THE ASSASSINS OF SOUTHEASTERN EUROPE MARK THEIR VICTIMS



Iron Guard Chief Codreanu once killed a police prefect, ordered the murder of Rumania's Premier Duca in 1939.



Obvious good sense for Rumania is to be nice to France, which guarantees Rumania's enormous winnings in the

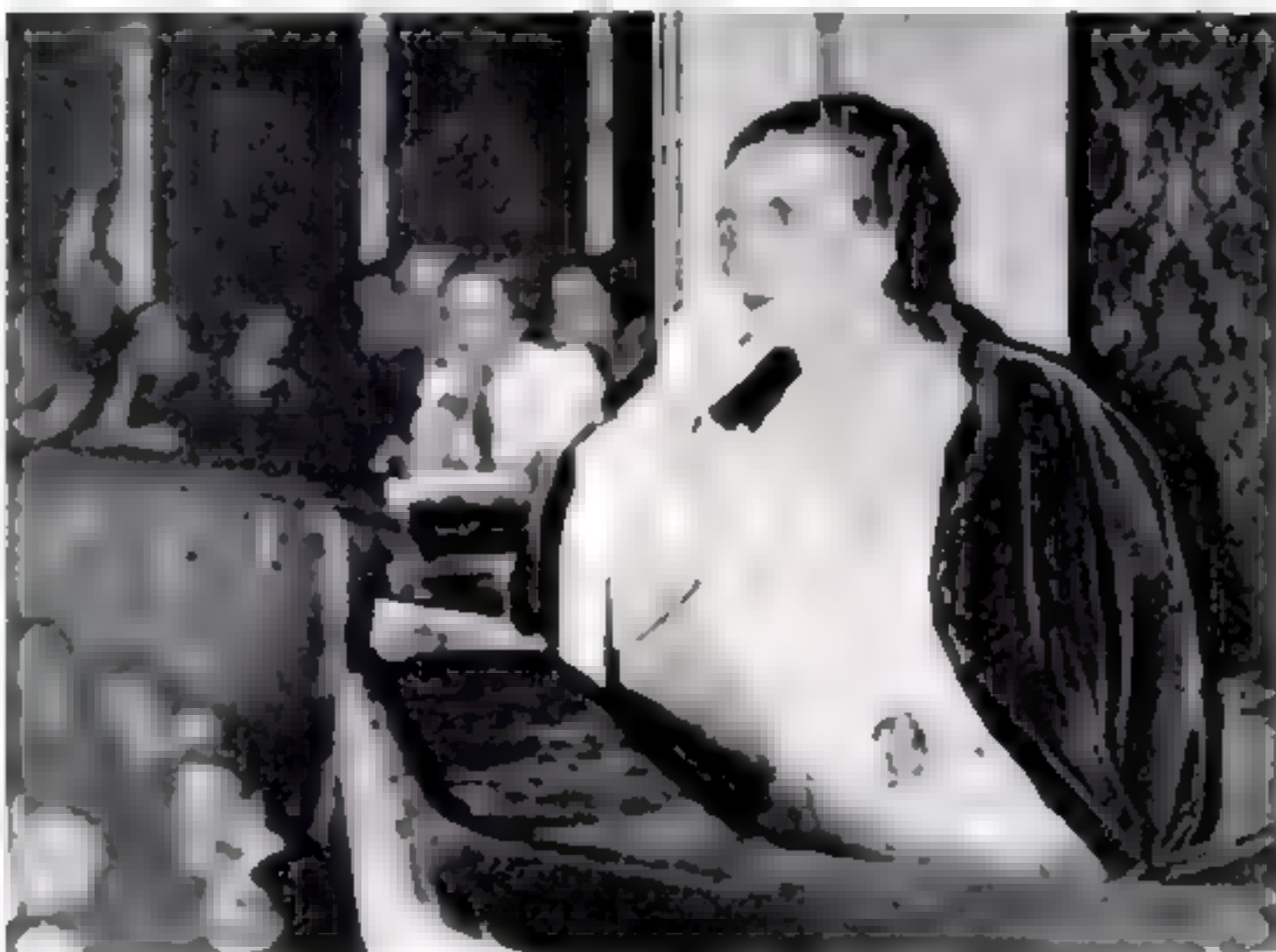
World War. Above, King Carol and French General Mittelhauser, discussing further French loans to Rumania.

RUMANIA

A safe prediction for 1937 is that the five terrorist societies of southeastern Europe will produce one or more major assassinations, countless small murders. The only mystery is where they will strike first, what will happen next. Of the five, Rumania's Fascist Iron Guard is credited with being readiest for action. Pro-German and pro-Italian, Iron Guardsmen are opposed to such scenes as that above and at left. They are theoretically loyal to King Carol, merely want to eliminate his pro-French advisers. Their password is "Long live the King and the Captain!" By the Captain they mean the man at upper left, Lawyer Corneliu Zelaa Codreanu.



The Little Entente is composed of the little powers that profited from the World War: Rumania, Czechoslovakia and Yugoslavia. Above, Czechoslovakia's able, brainy President Eduard Benes urges Little Entente solidarity on Rumania's pusillanimous King Carol on a cruise down the Danube. Such confabulations are anathema to the Iron Guard.



Iron Guard's work was the guess of Rumanian observers March 12 when it became known that Dowager Queen Marie, Carol's mother and the most spectacular Rumanian royalty, was paralyzed by poison or a "gastric disturbance." Marie, born an Englishwoman, is strongly anti-German. She took sick at the Bucharest opera, where she is shown above.



An IMRO assassin is Nikko Vassiloff. A *comitodji* or *comita* (literally, committeeman) of IMRO's drilled murder battalions, he is a crack shot with his guns of preWar vintage.



King Boris of Bulgaria rides a panther in accepting the backing of all IMRO. Above he is kissing the cross of the Greek Orthodox Church of which he is a pious communicant.

BULGARIA

King Boris' little Bulgaria is headquarters for the Balkans' oldest and most dread terrorist society, IMRO, hillbilly Macedonians who want a free Macedonia formed out of parts of Greece, Yugoslavia and Bulgaria. Sometimes they accept Communist backing; right now they are Fascist. They support King Boris. IMRO got its start in 1893 fighting Turkish rule, died out and was revived after the War. It is willing and able to assassinate any statesman too successful at strengthening the status quo in the Balkans. It figures that it could not lose by starting a general European war.



Peace was the pious theme of Bulgaria's Premier Kiosseivanoff (left) and Yugoslavia's Premier Stoyadinovich, but Bulgaria has failed to join the Balkan Pact of non-aggression.



Anti-Boris and pro-French are Col. Damian Velcheff (left) and his Zveno army officers. In May, 1934, they seized the Government of Bulgaria. King Boris lined up a majority of officers, ousted Velcheff and secretly tried him for conspiracy. Last month Velcheff was moved to a new and stronger jail to finish his life sentence.



Most dangerous man in the Balkans is Ivan Mikhailoff (right), chief of the IMRO terrorists. A lean, poker-faced fanatic with a poetic gift of speech, he won power in 1924 by a wholesale assassination of his IMRO rivals, has now 1,000 full-time assassins sworn to upset the European peace.

Did you read the radio polls?

"What's the favorite radio program?" 252 radio editors were asked that question in the Annual Radio Poll conducted by Alton Cook of the New York World-Telegram. First place went to Jack Benny's Jell-O Program. Second place went to Fred Allen's "Town Hall Tonight" (for Sal Hepatica and Ipana).

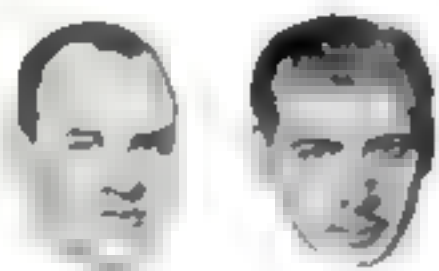


"Who's the favorite radio comedian?" In answer to this question the World-Telegram Poll voted Jack Benny, first; Fred Allen, second; Phil Baker, seventh (for Gulf Oils and Gasolines); Charles Butterworth, tenth (for Packard).

The radio editors of all Hearst papers had the same question put to them by Dinty Doyle of the New York American. First place went to Fred Allen. Second place went to Jack Benny.



"Who's tops in announcing?" The World-Telegram Poll selected Don Wilson (announcer on the Jell-O show). The Hearst Poll selected Harry Von Zell (on staff of Young & Rubicam, announcing Ed Wynn's Spud show, "Town Hall Tonight," Phil Baker's Gulf show, and Stoopnagle & Budd's Minute Tapioca show).



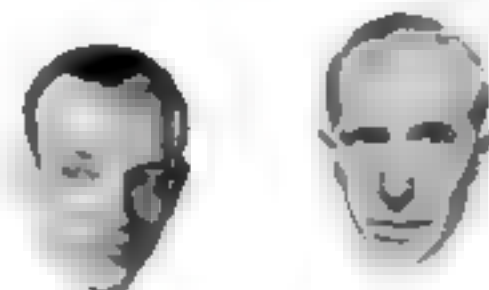
"What's the best night-time serial on the air?" The Hearst Poll gave the palm to Helen Hayes in "Bambi" (for Sanka Coffee).



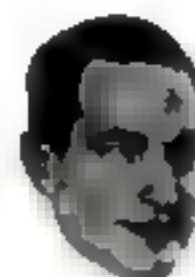
"What's the fastest climbing comedy team on the air?" The Hearst editors gave second place to Stoopnagle & Budd (for Minute Tapioca).



"What's the outstanding new program of the year?" In the World-Telegram Poll, Fred Astaire's Packard Hour was the only new program to be listed in the "best fifteen."



"What's the outstanding new program idea of the year?" The Hearst Poll voted Phillips Lord's "We, the People" (for Calumet Baking Powder) the outstanding new program idea of the year.



"What advertising agency got top honors for radio production?" In the Annual Advertising Awards Young & Rubicam was given the Medal Award, inscribed as follows:

"For outstanding skill in radio production with special reference to the Jell-O Program."



"What advertising agency produces every single one of these programs?"

Young & Rubicam, Inc.
ADVERTISING

NEW YORK • CHICAGO • DETROIT
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Head man in Yugoslavia for five years more will be tense Prince Paul of Karageorgevich, young King Peter's cousin, who loves France, is related by marriage to England's Duke of Kent.



The Balkan assassins leaped into the light Oct. 9, 1934, when a Ustashi man hopped a car in Marseilles, pumped two slugs into King Alexander of Yugoslavia.

The hand on Alexander's head is that of the Yugoslav commander whose ship brought him to France. Such an assassination is quite able to start a new war

YUGOSLAVIA

The Balkan State most in danger of falling apart is Yugoslavia, composed of mutually suspicious Serbs, Croats and Slavs. Trying to hasten this collapse is Yugoslavia's terrorist society of Croats, the Ustashi, which wants political autonomy for the Croats. To get it the Ustashi is willing to plot with such of Yugoslavia's enemies as Germany, Italy, Hungary and the Bulgarian IMRO terrorists. Their best job to date was the assassination of Yugoslavia's Dictator-King Alexander and France's Foreign Minister Barthou in Marseilles Oct. 9, 1934, shown above. The victims' crime in that case was a dangerous competence in strengthening the Little Entente against Nazi propaganda. Alexander's successor was his son, 13-year-old Peter, for whom Prince Paul (left) now rules as chief Regent of Yugoslavia.

Yugoslavia got pieces of Montenegro, Bulgaria and Austria-Hungary in 1918. To get Hungary's slice is the purpose of Hungary's TESZ, variously called a patriotic and a terrorist society (see below).



Head of the terrorists in Yugoslavia is Ante Pavelich, a Croat, who headed a Croat exiles' military camp in Hungary. He ordered Alexander's murder

HUNGARY



Friend to all Balkan terrorists is Hungary, land of the Magyars, the Balkans' most warlike race. Hungary is passionately determined that some day the postwar treaties



that stripped her of land and men will be revised. In this resolve she is backed by Italy and Germany. At left, above is Hungary's Regent Admiral Nicholas Horthy



His personal agent in the TESZ, Hungary's potent terrorist society, is said to be fat George Gorgey (centre). Most hated leader of TESZ is ruthless, 40-year-old Ivan Hejjas (right)

Always at ease in Timely Clothes



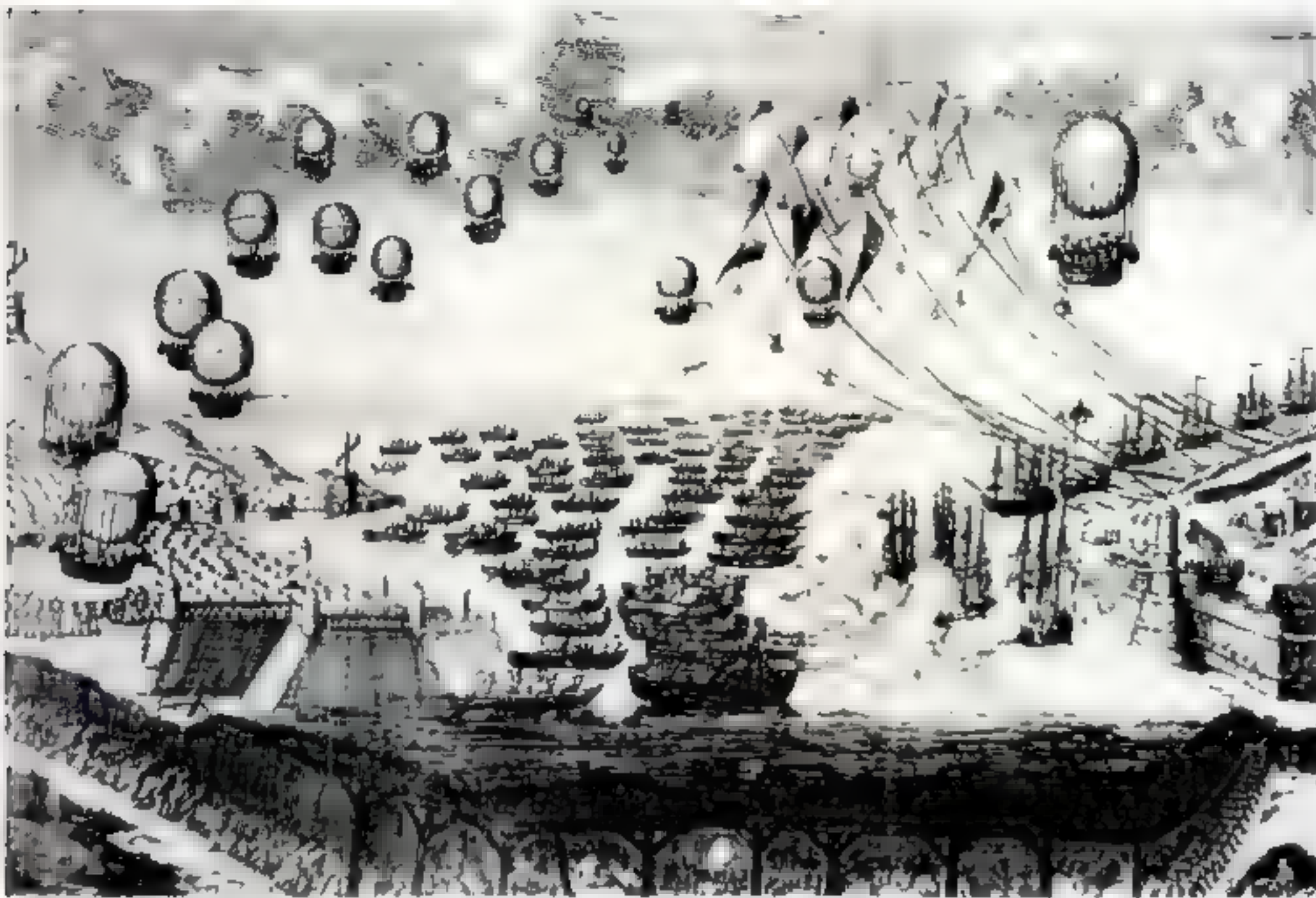
TIMELY CLOTHES. Fine clothes for men and young men, are priced modestly enough to allow the man with a prudent clothing budget an opportunity to be distinctively attired for every occasion. With as little as *two* Timely Suits you can enjoy a complete wardrobe 'round the clock! This goes equally for home and office, for country wear or night club. You feel confidently at ease *always* in the correct cut and fit, in the richly tailored fabrics that set Timely Clothes above and apart from their price range. Thirty to fifty dollars the country over. Ask your Timely dealer, or write us direct.

Incidentally, hang your clothes properly. Address our Dept. 1 for new-style, black enamel Timely Washline Hanger, enclosing ten cents to cover handling.

TIMELY CLOTHES • Rochester, New York



THE CAMERA OVERSEAS: LONDON AWAITS THE ENEMY'S BOMBERS



NAPOLEON'S PLAN FOR GETTING AT ENGLAND

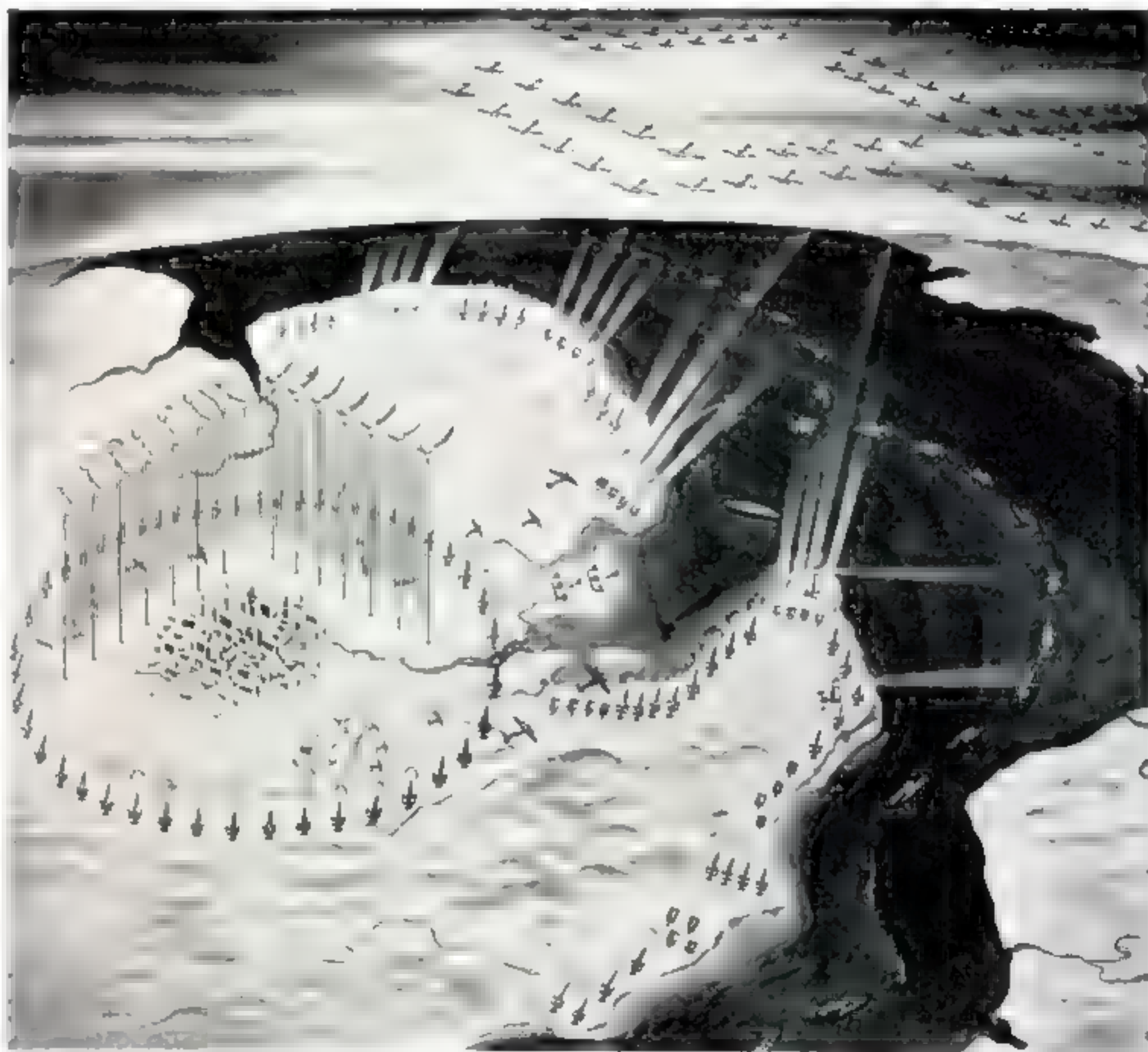
England is an island. This simple geographical fact has long been potent in the history of Europe. The French were never good enough seamen to get across the English Channel. The sea power of Spain was shattered by the foresight of King Henry VIII and his daughter, Queen Elizabeth, who drained England of money to build a navy. The Dutch briefly challenged English rule of the waves in the 1600's. Napoleon hoped to reach England with a tunnel under the Channel and a fleet of balloons over it, shown at left. But at Trafalgar Britons again proved that they were Europe's best on a quarter-deck. In the World War, submarines failed to break England's blockade, and Englishmen can still boast that no foreign Power has invaded their tight little island since the Norman Conquerors arrived in 1066.

This amazing record may soon be ended by the airplane. Last year England awoke to the fact that in any "next war" some thousand Continental planes would undoubtedly reach the air above vast, sprawling London in two hours, drop 50 tons of bombs. There ensued in England a frantic building of planes which by the end of 1937 will give England a total of about 6,500 fighters and bombers. Still not satisfied, England worked out the defense against bombers shown below and on the opposite page.

The strange sight at left is a line of "kite balloons," superimposed by photomontage on an air view of London. The British Air Ministry plans to float these at a height of 10,000 to 20,000 feet around London's outskirts, dangling an enormous fringe of steel cables. This aerial net will supposedly be strong enough to shear off the wings of any plane that runs into it. Since it is impossible to put a 60-mile ring of balloons completely around Greater London, they will be used only as a threat, shifted from place to place so that the enemy will not know where he is likely to run into them. Theoretically they will force his planes up to a height where his bombing cannot be accurate and where the defense fighters can cope with him, well above the cloud belt. The British Air Ministry is already buying the "kite balloons" and testing them secretly at the Bedford airdrome. They are, however, only one of six "zones" of defense in the Air Ministry's present program.

The drawing at right is an exaggerated diagram of the six zones of London's defense against enemy bombers. In the Channel and the North Sea the Home Fleet will deploy. Their job will be to spot the oncoming bombers and if possible attack them with seaplanes and the fleet's new antiaircraft gun which can throw 1,000 shells a minute up 18,000 ft. The gun's eight barrels can fire high explosive, incendiary, tracer and shrapnel shells. Antiaircraft guns almost never score direct hits on rapidly moving planes, trust to exploding shrapnel within 50 yards.

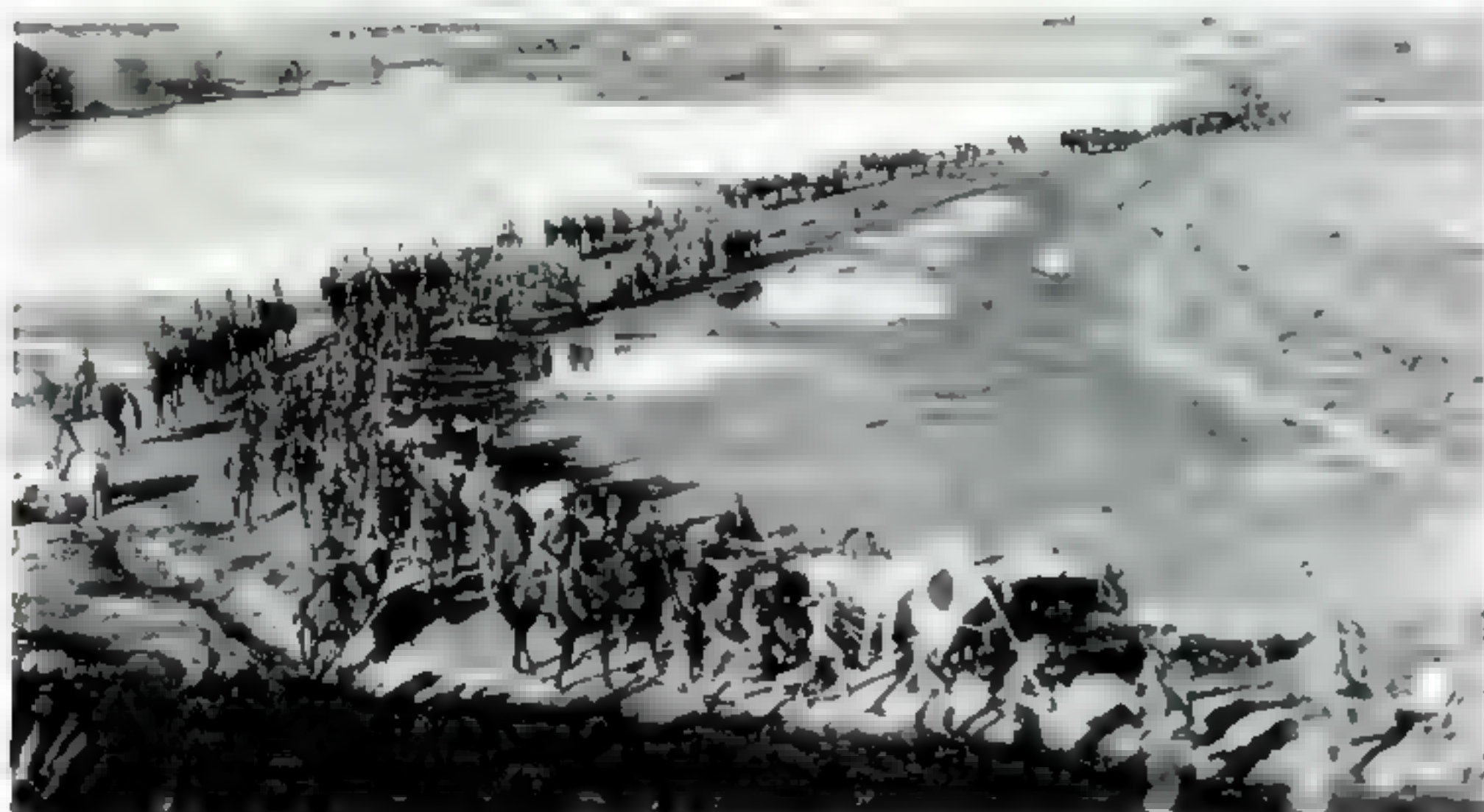
The second zone is the coast defense, made up of more antiaircraft guns, searchlights and sound-locators, manned by the Territorial Army, and by volunteer "watchers" on the headlands. The third zone is a wide circle of antiaircraft guns around London manned by village football players and Territorials. Inside that are 13 airdromes defending London of which three are sketched on the drawing. This fourth zone is called the "main fighter belt." The fifth zone is the balloon barrage and the sixth the antiaircraft guns inside London proper.



London's six zones of defense against a hypothetical fleet of enemy bombers are indicated in an exaggerated form in this drawing, sketched as though looking from a point southwest of London toward the English Channel in right

foreground and the North Sea and Holland in the background. What looks like a picket fence spitted with saws is the "balloon barrage" shown on the opposite page. London is the cluster of buildings on the near side of it.

THE CAMERA OVERSEAS: A ONE-BATTLE WAR ENDS IN INNER MONGOLIA



The red sun of Japan, shown in right foreground, is no uncommon sight in the supposedly sovereign state of Manchukuo. This Japanese detachment, slugging through the mud

of western Manchukuo, was on its way to help the Manchukuoans help the Mongols to secede from China. On March 14, it was slugging back again, the war apparently over.

For seven months a quiet little war has been deadlocked on the frozen steppes of Inner Mongolia's Suiyuan Province. Suiyuan's only value to anybody is strategic. It lies along the northwestern border of China. Japan, by controlling it, could isolate China from Russia. Ostensible opponents in the war were two groups of Inner Mongolians. But the troops on one side were Manchus from Japanese-controlled Manchukuo, with some Japanese allies. On the other side were Chinese troops. On Nov. 23 the first and last pitched battle of the war was fought at Pailuomiao—a smashing victory for the Chinese. On March 14, to everybody's amazement, the Japanese troops started marching back out of Inner Mongolia (see left). The Chinese, now numbering some 100,000 regular troops and 80,000 irregular Mongols, skeptically held the line of dugouts they had carved out of the frozen plain. The Japanese had, in fact, received orders from Tokyo to end the ineffectual drive in Suiyuan. Nevertheless a few corky Japanese officers, finding this retreat unbearable, tried the hackneyed adventure of declaring an "independent state of Mongokuo" in Chahar Province, north of Suiyuan. Their puppets in this case were some hundred Mongol chiefs headed by venal Prince Teh Wang.

For samples of men who rule Japan's puppet states, see on the opposite page the faces of the Manchukuoan Cabinet, now in its fifth year of puppetry.



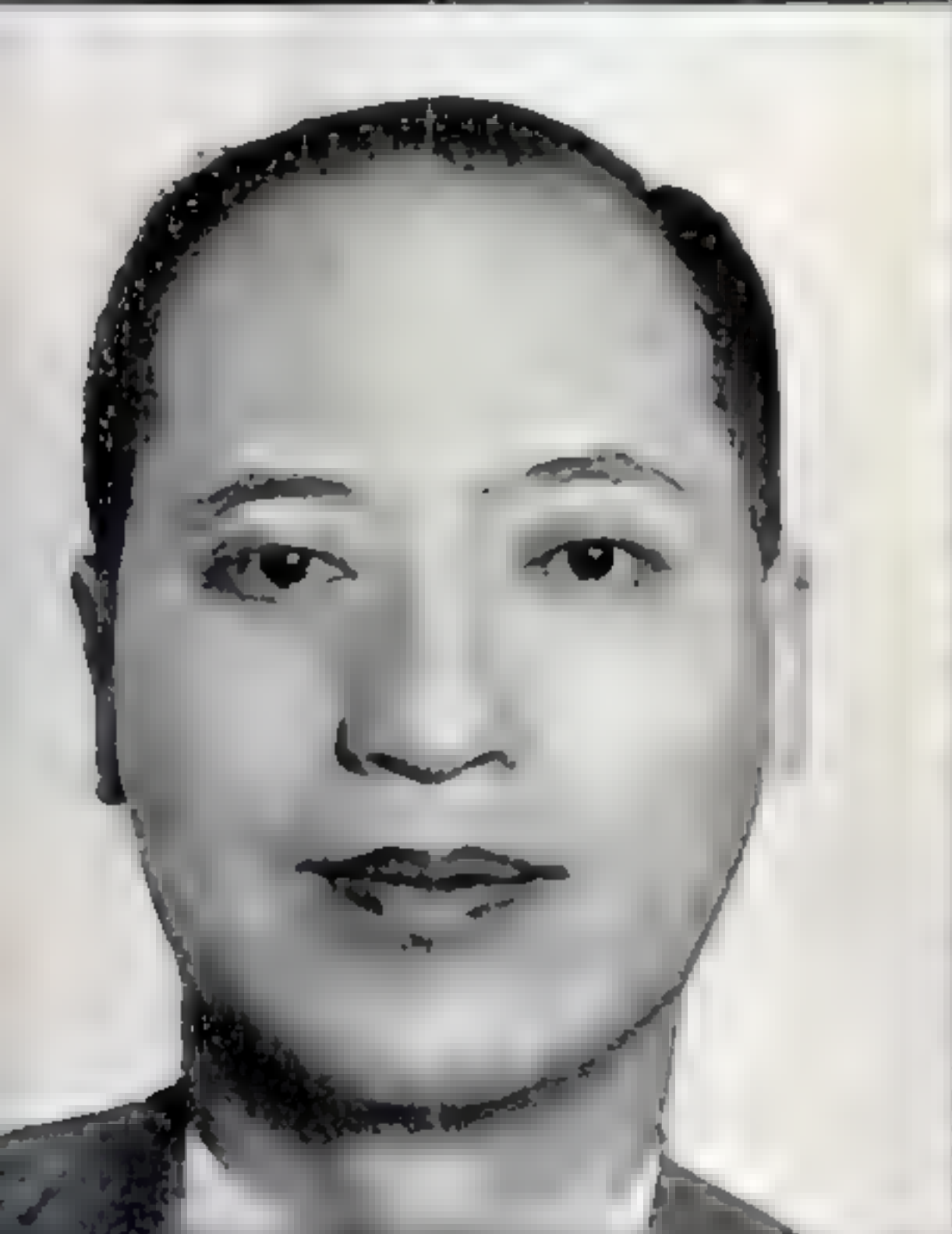
IN FROZEN SUIYUAN PROVINCE THIS CHINESE SENTRY SUSPICIOUSLY CONTINUED HIS WATCH EVEN AFTER THE ENEMY VANISHED



Minister of Defense in puppet Manchukuo is General Yu Chi-shan (*extreme left*), 55, once a minor Manchu warlord, friendly to Japan. He is charged with the "war" in Mongolia.



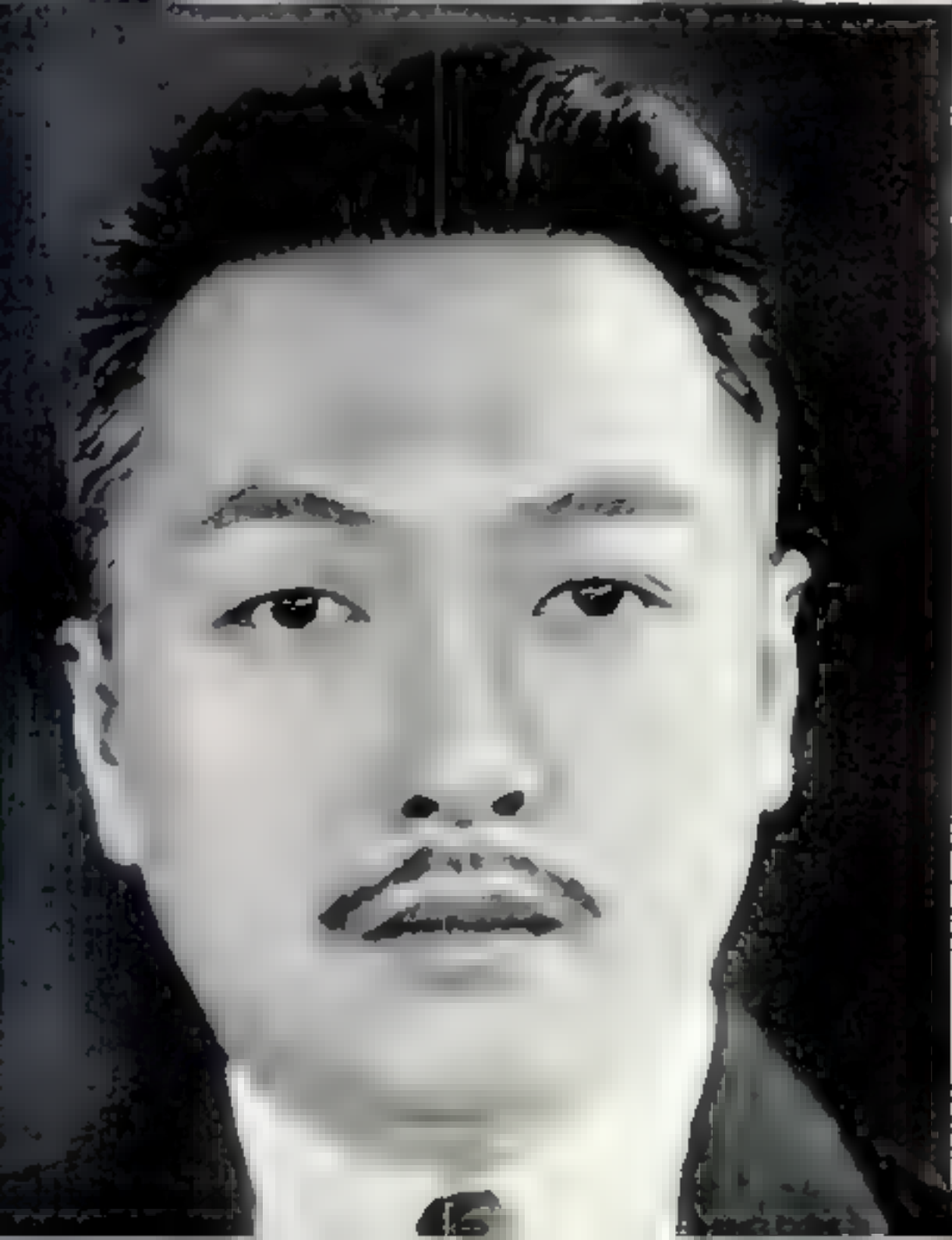
Minister for Mongolian Administration, charged with passing Japanese bribes to Inner Mongolian war lords, is the Manchukuo Cabinet's only Mongol, Chi-mo-te-se-mu-pi-lo (*left*).



Director of Public Works in the Manchukuoan Cabinet is Cheng Yu, 48, (*extreme left*), son of a Manchukuoan ex-Premier, graduate of a Tokyo school and Liverpool University.



Minister of Finance, charged with arranging Manchukuo's perpetual "borrowings" from Japan, is 53-year-old Sun Chih-chang (*left*), a onetime school principal of good reputation.



Minister of Foreign Affairs is well-born, Chang Yen-ching (*extreme left*), graduate of Tokyo's Peers' School. He deals only with the three nations (Japan, Italy, El Salvador) that have recognized Manchukuo.



Minister of Industry is Ting Chuen-hsu (*left*), 51, whose job is to "encourage" Japanese industrial expansion into Manchukuo, notably in railway construction toward Russia.

THE CAMERA OVERSEAS: REBEL SPANIARDS SHOW OFF TO AN ITALIAN AND A GERMAN



German Ambassador Faupel (right) stood beside Rebel General Franco (left) March 8 in Salamanca, above an ancient French Gobelin tapestry, and both gave the Fascist salute.



Italian Ambassador Cantalupo was the first Ambassador, on March 1, to present his credentials to the Rebels. Next to him is Rebel General Cabanellas (heard); immediately

beyond, the sashed stomach of Rebel Commander-in-Chief Franco. The band played the anthem of the Italian royal house which is now, with Ethiopia, an imperial house.



Franco's picked bodyguard of tall, white-robed Moorish lancers filled the centre of Salamanca's square, surrounded

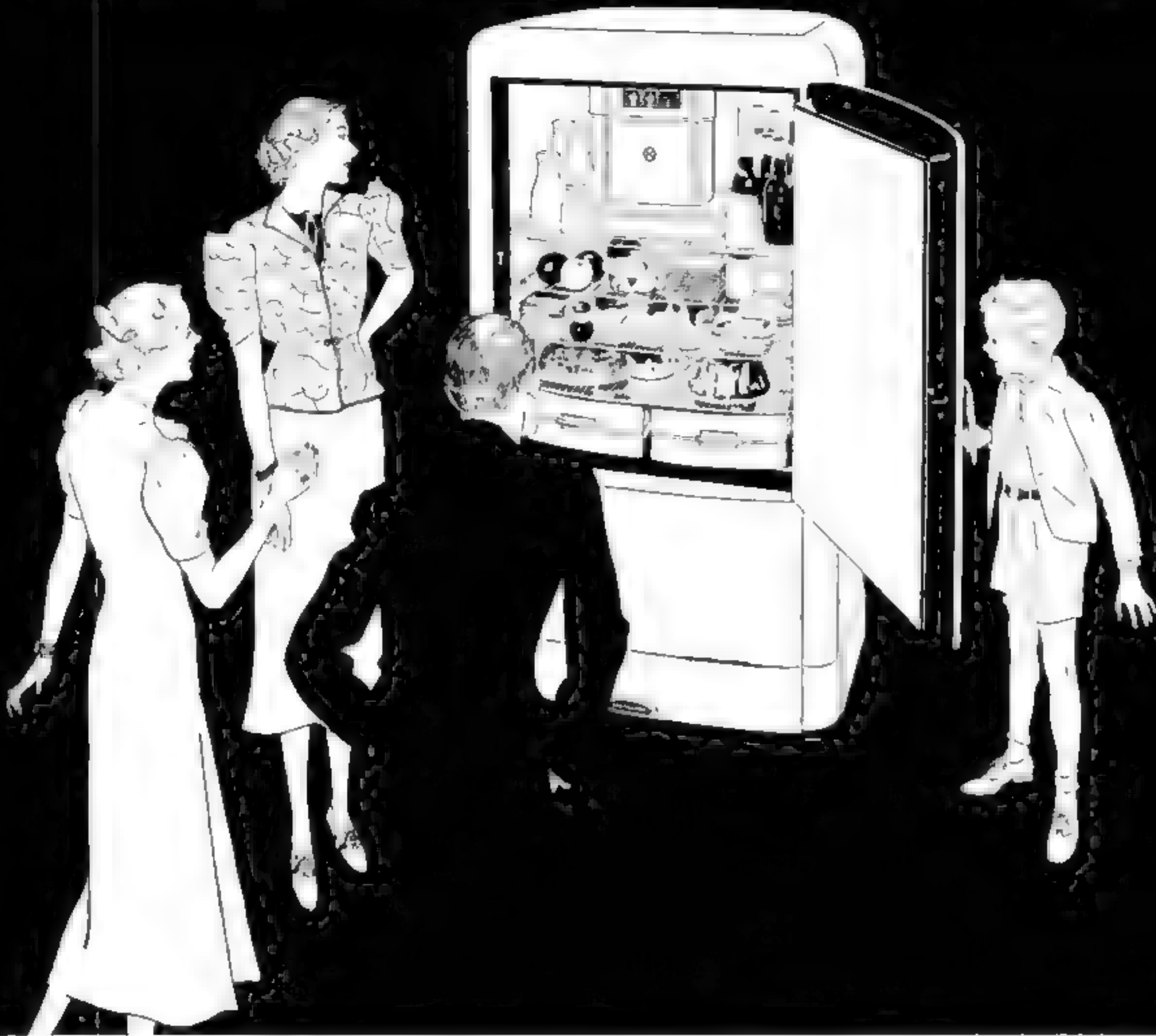
by Fascist phalanxists, when the German Ambassador called at Rebel headquarters to present his credentials.

The Spanish Rebels have at least one virtue that the Socialist Government conspicuously lacks: a love of discipline and order. On March 1 Rebel General Franco paraded this virtue before the Ambassadors of the two nations, Italy and Germany, that back him to impose discipline and order on Spain's turbulent people. These two powers also love discipline and order, treat the Spanish Government as rebels against General Franco.

The scene on this page, showing the reception of Italy's Ambassador Roberto Cantalupo (the front was named for the North Italian town of Cantalupo), took place March 1 in the superb 18th Century town square of Salamanca, the Rebels' capital in Western Spain. The dominating building is the City Hall. General Franco divides the honor of guarding his nearby headquarters among all his native Fascist troops. On successive days the guards are Moors of whom there are 25,000 fighting in Spain, Foreign Legionaries (5,000), Fascist phalanxists (140,000), Army regulars (10,000) and Monarchists (120,000). Beside these Franco has 80,000 Italians and 40,000 Germans. On March 8 the Italians attacked in force northeast of Madrid. After two good days, they were stopped, then ignominiously routed, by the veteran Socialist armies of Madrid. Italian prisoners revealed that they were the cheapest sort of Italian labor, sent to Spain without their consent.

Luxurious Refrigeration

...AND TWO COLD FACTS



TODAY, in thousands of homes, refrigerators formerly considered as highly satisfactory, are being replaced with plus-powered Kelvinators.

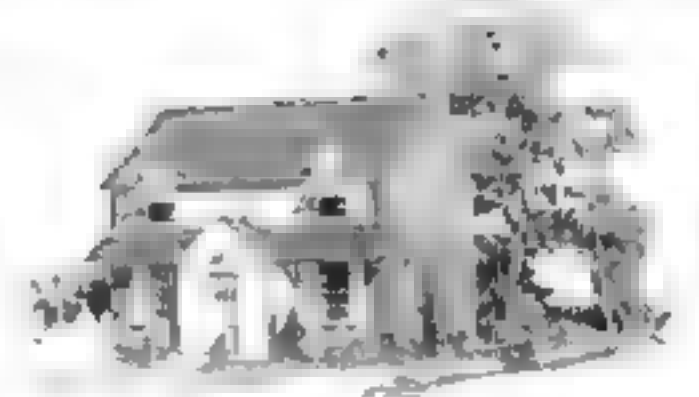
For the new Kelvinator is a luxurious refrigerator. Luxurious in appearance—in convenience—and luxurious in service. It does more. It saves more. Its purchase is a genuine economy. Judge it yourself by these two facts:

FACT 1—The new 1937 Kelvinator is plus-powered. It has as much as double the cooling

capacity of other well-known refrigerators of equal size.

FACT 2—The new Kelvinator runs only half as many minutes per day—during the rest of the time it maintains low temperatures using no current at all.

The new Kelvinator costs more to build, but it costs no more to buy than a less powerful, less economical refrigerator. It can be bought on your dealer's special time payment plan—or for as little as 90¢ a week on the Kelvinator ReDisCo Plan.



Kelvin Home

WHERE A NEW WAY OF LIVING BEGINS... equipped with Kelvinator electric refrigeration, complete airconditioning with year round automatic control of heat and humidity, electric or gas range, washing machine, ironer and automatic water heater—can be constructed by your own architect and builder for less than \$7,500. The Kelvin Home Book, with exterior views, floor plans and description of equipment, is now available without cost wherever Kelvinator products are sold.

KELVINATOR Div. of VASH-KELVINATOR CORPORATION, Detroit, Michigan. Factories also in London, Ontario, and London, England.



PLUS-POWERED *Kelvinator* CUTS THE COST OF BETTER LIVING

THE CAMERA OVERSEAS: PARIS IS A WOMAN'S TOWN



The slums of Paris in the so-called "Zone" produced this dirty, frightened-face child. From her neighborhood, Paris jails and brothels regularly recruit young men and maidens. Her parents are penniless, quite likely to abandon her. The "Zone" is in South Paris, an incredibly squalid shack city on Government land beyond the old city fortifications.



Harriote of the Paris night is "Bijou," who at 65 boasts that she bathes regularly once a year. Bijou makes up for it with cheap perfume. Veteran of a round of saloons between nightfall and dawn, she cadges drinks by acting the clown and reading palms. Of respectable parents, she has an annual income of \$90, claims to have lost her fiancé at Verdun.

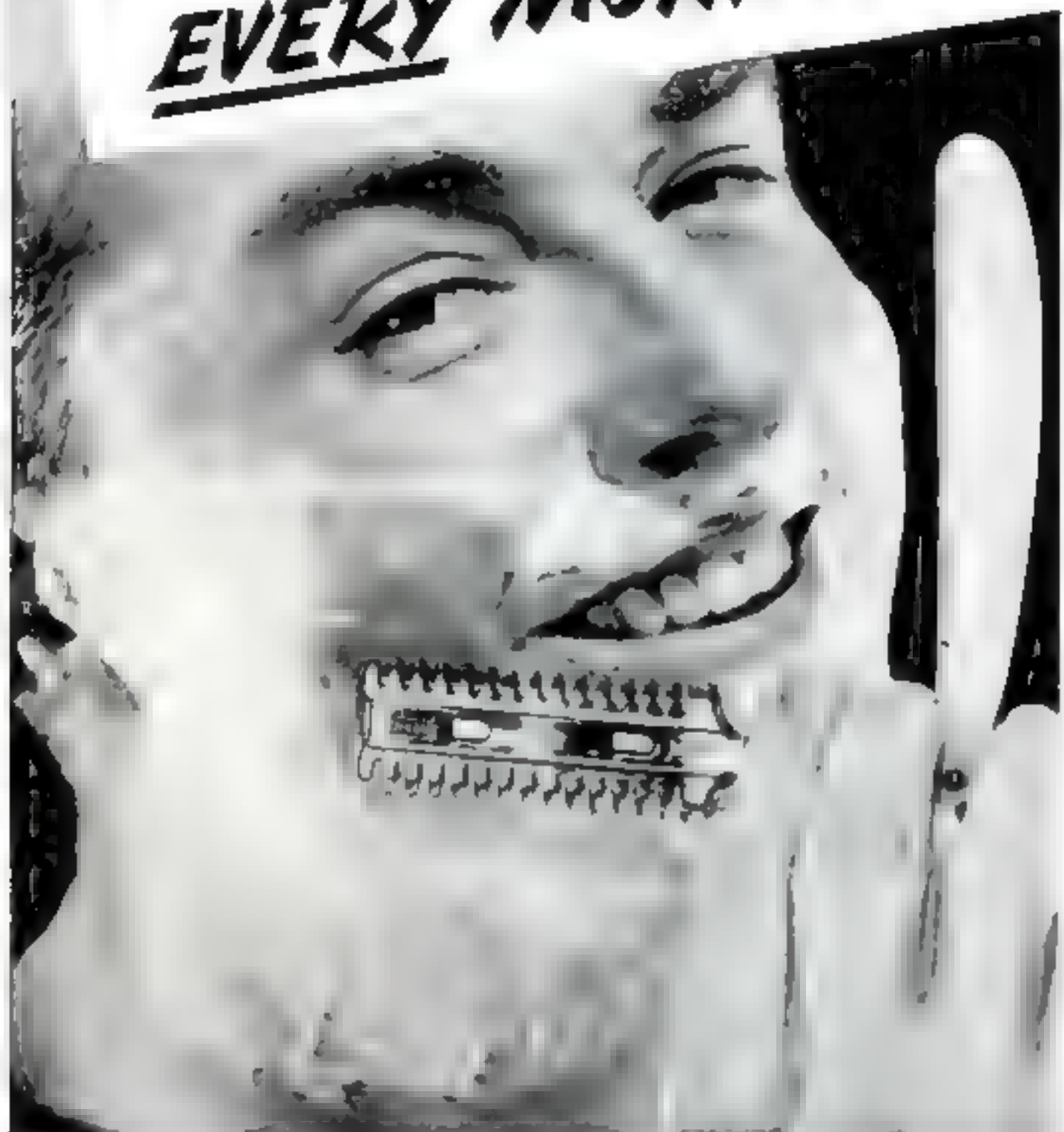


Feeble enemy of the squalor and vice shown at top are Paris' two Catholic Motherly Homes, temporary shelters for immature children whose parents are down & out.

Entirely novel to such children is the bath shown above. This Motherly Home on remote Parc de Montsouris, near the university city, on the edge of the "Zone" of shacks,

cares for 170 children. Paris has about thirty homes for poor children as against New York City's sixty. If not called for, Paris children are passed on to State orphan asylums.

GET A BARBER'S SHAVE EVERY MORNING



Built and balanced like a barber's "straight-edge"—this safety razor shaves off whiskers at the skin line

ONCE you shave with a Durham Duplex—you'll wonder how in the world you ever endured a "hoe-type" razor.

Patterned after the barber's "straight-edge"—Durham's wide, heavy blade of fine Swedish steel lies flat on your face. As you draw it down with long, easy strokes—off come the toughest whiskers without scraping or tearing.

Every Durham Blade is "hollow-ground." And it's safe, too. A positive guard gives perfect protection—yet enables the razor to cut off each hair close to the skin line.

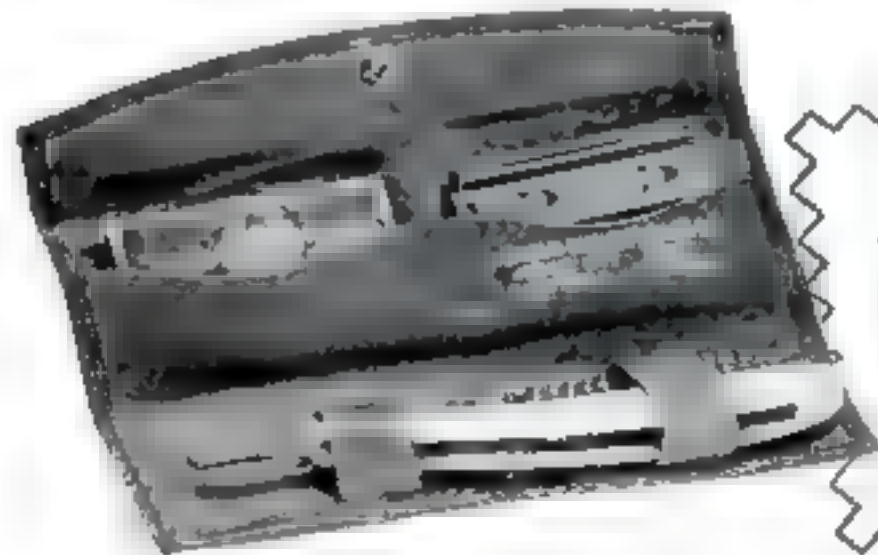
Get yourself a Durham Duplex today. Shave in half your usual time. You'll find that sore spots and irritations from shaving will quickly clear up and disappear. Ask your dealer for this and other Durham models.



Wedge-type razor blade "scrapes" off whiskers, tears the skin.



Durham Duplex Blade lies flat, cuts whiskers closer.



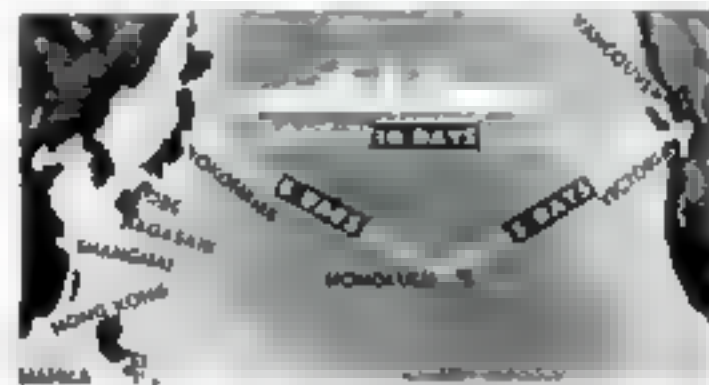
**BUY A LIFETIME
DURHAM DUPLEX**
Durham Razor & "Hollow-ground" Swedish Steel Blades, special Stropping Attachment, in red leather traveling case

COMPLETE...\$7
DURHAM DUPLEX RAZOR CO.
Jersey City, N. J.

TRAVEL THE ORIENT

or Circle the World

From Vancouver and Victoria to Yokohama in only 10 days—without leaving the Pacific Ocean. Or go round the world the Independent way.



Canadian Pacific

Empress of Japan
—largest, fastest
on the Pacific



An Empress will entertain you!



Chinese cloisonné worker at his exacting art

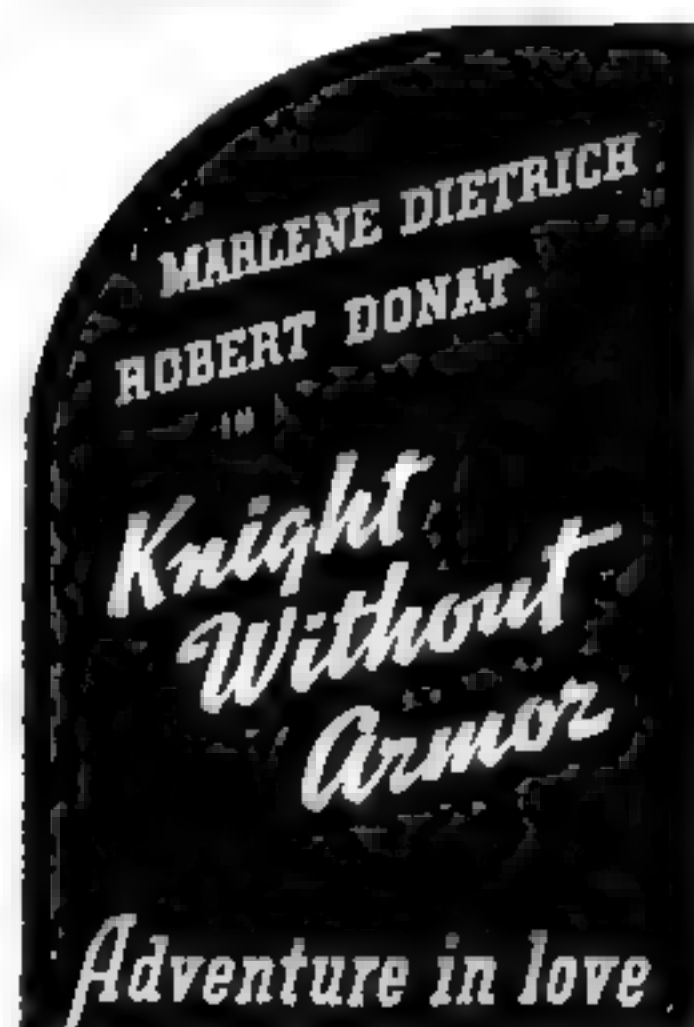
For a sabbatical year of travel—continue on around the world the "Independent" way. Choose your ports and take 75 days or up to two years—\$5 a day. Combination of classes. Ask for Independent World Tour booklet listing six popular routes.

Make your grand tour of the Orient the "cruise way," by luxurious *Empress* liners—holders of every speed record on the Pacific. The complete trip—Hawaii, Japan, China, Philippines and return—takes but little more than 10 weeks. *Empress of Japan* and *Empress of Canada* call at Hawaii. Connect back from California, etc. Fares surprisingly low, include passage from and to Seattle.



A hat-basket in the Philippines

For rates, sailings see YOUR TRAVEL AGENT or Canadian Pacific: New York, Chicago, Boston, San Francisco, 37 other cities in U.S. and Canada.



Soaring, thrilling drama of a man and woman... born to hate each other... who find a burning love in the darkness and danger of a world turned upside down.



Dashing Robert Donat cast by screen wizard Alexander Korda in a tale of swift adventure... an arresting performance by the romantic hero of "Ghost Goes West" and "The Count of Monte Cristo".



Coming to your local theatre soon!

Private Lives



CAROLINE HOAGLAND

Whenever the parents of plain Caroline Hoagland, 9, were out, Eddie Kraftheffer, 35, who roomed with the Hoaglands, used to fondle her and tell her she was his honey and his sweetheart. Once he bit her and said that was his trademark. One evening, Kraftheffer and Caroline's father, Andrew Hoagland, were coming home from a few friendly drinks at a tavern when Kraftheffer blurted out that he loved Caroline and wanted to marry her. Hoagland rushed home and awakened Caroline who sleepily admitted that Eddie had kissed her a lot. Hoagland turned, knocked Kraftheffer down, killed him. A Chicago coroner's jury exonerated Caroline's father of manslaughter.

Edward Blau, 83, took up residence in the Princeton, N. J. rooming house of Mrs. Elizabeth Stout in January 1930. He ran up a bill of \$350 and disappeared in September with \$695 belonging to his indulgent landlady. When he turned up recently in a Chicago flophouse, police nabbed him. Blau protested that the Widow Stout,



EDWARD BLAU

who is 65, had willingly given him the \$695 because he permitted her to come into his room, sit on his knee and lure him into making octogenarian love to her. The police, unmoved, sent him back to New Jersey to face charges of grand larceny and jumping a bond bill.

Herbert Hoover and his wife left their quiet home on the Leland Stanford campus to escort their younger son, Allan Hoover, to Los Angeles where he married Margaret Coberly. Allan Hoover is 30 and, like his father, a graduate of Leland Stanford. His bride is a graduate of the University of California and, like her mother-in-law, a member of Kappa Kappa Gamma sorority. The couple will live at a big ranch near Bakersfield, Calif., which Allan manages and partly owns.

Catherine Dale Owen, who acts in movies, was once called one of the ten most beautiful women in the world. For the past couple of weeks, she has been called the most beautiful woman in Reno, which is also no mean distinction.



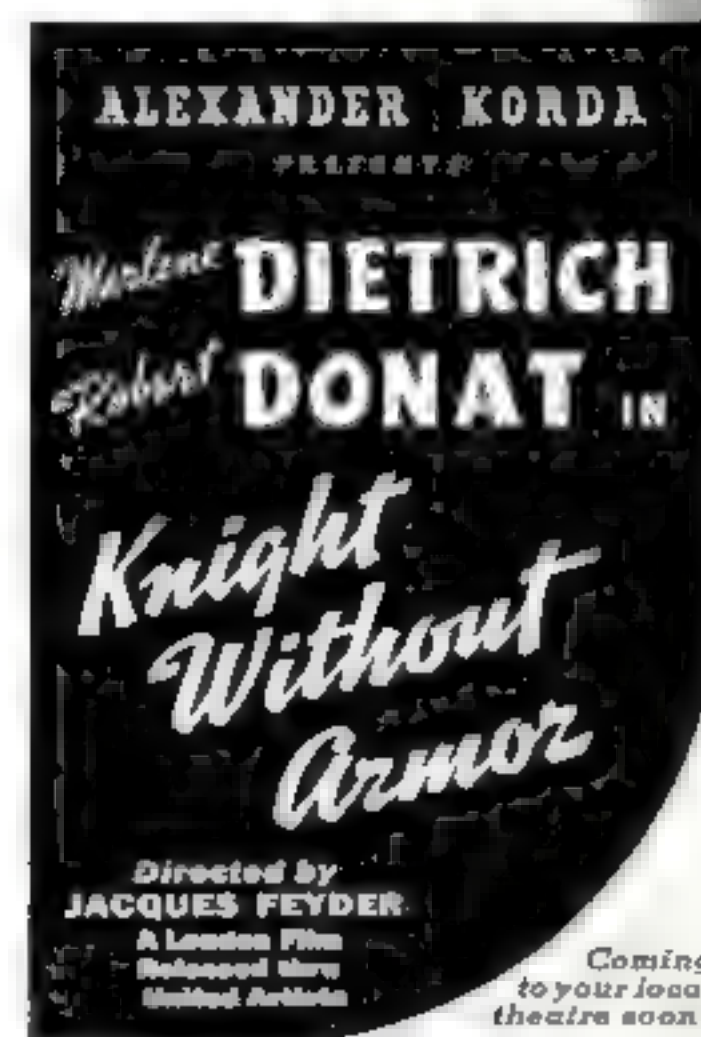
ALLAN HOOVER AND HIS PARENTS

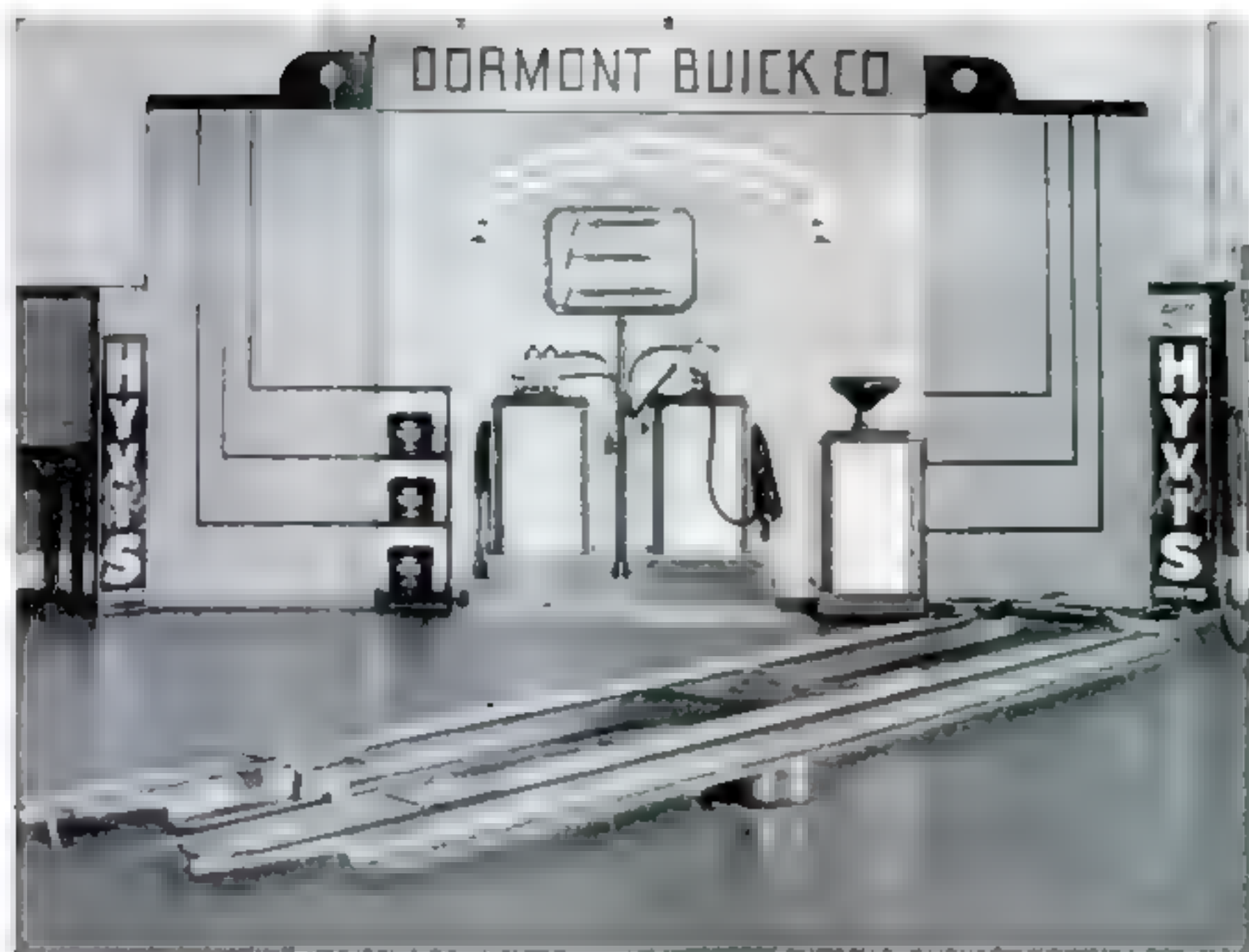


Arrogant, alluring magnificent Dietrich... her flaming beauty alight with the fires of a fearless love—as the reckless lady who gave her heart to a stranger.



Long to be remembered as rare entertainment... Robert Donat and Marlene Dietrich in a flaming adventure in love... by James Hilton, author of "Lost Horizon" and "Good-bye Mr. Chips".





Dormont Buick Co., Pittsburgh, Pa.—an example of where to go for skilful, effective lubrication.

GREASE IS GREAT for wagon wheels

—but the modern motor car has come a long way from the horse and buggy. It looks different. It has different works, different mechanical principles—and vastly different mechanical requirements! The axle-grease that used to be slung around the hubs of wagon wheels would let a modern differential grind its very heart out—with a repair bill of \$24.95 for the average car. And that's only the beginning of a long, sad story! To avoid such awful mistakes for your automobile, do these two things. (1) Go where HYVIS Mileage-Metered Lubricants and Motor Oil are used. (2) Go where they have the skill and equipment to apply (not "sling") the correct HYVIS lubricant, to every moving part of your car.

Designed to give your car the lubrication its manufacturer would prescribe, HYVIS Mileage-Metered Motor Oils and Lubricants are the only complete line of automotive lubricants in which a finished, highly-refined Pennsylvania motor oil is used. HYVIS lubricants are not by-products of the manufacture of other materials; they are a group of primary petroleum products designed expressly to facilitate the operation of your automobile. HYVIS lubricants are made by men who know their business—and the dealers who use HYVIS lubrication are competent, specially-trained lubrication experts. If these pictures or the names and addresses below do not show a dealer near you, write to HYVIS Oils, Inc., Warren, Pa., for the address of a dealer convenient to your home.



Ed Morganstern, DeSoto Dealer, Newark, N. J.—the right kind of a place to go.

HYVIS Mileage-Metered LUBRICANTS

TRADE MARK REG. U. S. PAT. OFF.
Identified by the Pennsylvania Grade Crude
Oil Association Emblem, Permit No. 4



Geo. W. Coups, Chevrolet Dealer, Philadelphia, Pa.
You'll get a good job here.



Mohawk Pontiac, Schenectady, N. Y. Good lubrication here!



W. H. Wray, Gastonia, N. C. A safe bet
for lubrication!



Ruth Motor Co., Chevrolet Dealer,
Lamberton, Minn. Another good place!

A few of the 15,000 places to go to get HYVIS Mileage-Metered Lubrication. This partial list is typical of the outstanding dealers featuring HYVIS.

AKRON, OHIO	Earl Johnson Garage
ANNEVILLE, N. C.	Richbourg Motor Co.
BAKERSFIELD, CALIF.	Thrasher Motor Co.
BAY CITY, MICH.	Garber-Bulch Co.
BOISE, IDAHO	Boise Motor Car Co.
BIRMINGHAM, ALA.	Sunshine Service Station
BREMERTON, WASH.	Kerr Motors
BUFFALO, N. Y.	Thomas Bradshaw
CHARLTON, OHIO	Evans Chevrolet Company
CHATTANOOGA, TENN.	Volunteer Garage Co., Inc.
CHICAGO, ILL.	Heins Motor Co., Niles Center
CHICAGO, ILL.	Angsbauer Garage Co., Park Ridge
COGSWELL, N. D.	Dakota Motor Sales Co.
COLLEGEVILLE, PA.	Kenneth B. Nace
DANBURY, CONN.	DeFord Battery Service
DALLAS, TEXAS	Dallas Motors, Inc.
DENVER, COLO.	Colorado Service, Inc.
DETROIT, MICH.	Book Tower Garage
DETROIT, MICH.	Glen Chevrolet, Inc.

EL CENTRO, CALIF.	L. H. Peacock, Inc.
EVANSTON, ILL.	J. R. Simpson Motor Co.
FARGO, N. D.	Red River Motors
FLAGSTAFF, ARIZONA	E. D. Babbitt Motor Co.
FLUSHING, N. Y.	Flushing Motor Service, Inc.
FT. LAUDERDALE, FLA.	Southern Buick Co.
FT. WORTH, TEXAS	Acme Tire Company
GASTONIA, N. C.	W. H. Wray
HARTFORD, CONN.	Asylum Hill Garage, Inc.
HASTINGS, NEBR.	Clark Hotel Garage
HOLLAND, MICH.	Ter Haar Auto Co.
HOLLYWOOD, CALIF.	W. H. Collins, Inc.
ILION, N. Y.	E. P. Rich Motors
ITHACA, N. Y.	Carpenter & Pope
JACKSON, MICH.	Michigan Buick Sales
KANSAS CITY, MO.	Simons-Wiles Co.
LAMBERTON, MINN.	Ruth Motor Company
LITTLE ROCK, ARK.	Lasker Motor, Inc.
LONG BEACH, CALIF.	Long Beach Hupmobile Co.
LOS ANGELES, CALIF.	Kaiser Bros.
LOS ANGELES, CALIF.	Fortner Motor Co.
MEMPHIS, TENN.	Hollis Garage
MILWAUKEE, WIS.	West Side Motor Co., Inc.
MOUNT VERNON, N. Y.	Lincoln Service Station
NEWARK, N. J.	Ed Morganstern
NEW ROCHELLE, N. Y.	Seaward Bros.
NEW YORK, N. Y.	Famous Garage, Bronx

NEW YORK, N. Y.	Surrey Motors Corp., Bayside L. I.
OKLAHOMA CITY, OKLA.	C. D. Baker Ser. Sta.
ORLANDO, FLA.	Orange Buick-Pontiac Co.
PALO ALTO, CALIF.	Glenn V. Bonine
PARADISE, CALIF.	Bush Morgan Motor Co.
PHILADELPHIA, PA.	Geo. W. Coups
PITTSBURGH, PA.	Dormont Buick Co.
RALPH, N. C.	Sir Walter Hotel Garage
ROCHESTER, N. Y.	Central Chevrolet Co., Inc.
SACRAMENTO, CALIF.	Forlin-Sutton Motor Co.
SAGINAW, MICH.	Neagany and Draper Co.
SALT LAKE CITY, UTAH	Fred A. Carlson
SAN BERNARDINO, CALIF.	James Auto Co.
SAN FRANCISCO, CALIF.	Greystone Garage
SANTA BARBARA, CALIF.	Vincent Wood
SALE CENTRE, MINN.	Main Street Chevrolet Co.
SCHENECTADY, N. Y.	Mohawk Pontiac
SEATTLE, WASH.	Bayley's Garage
SPOKANE, WASH.	Gibson Motor Co.
STEUBENVILLE, OHIO	Buchanan & Stark Co.
STOCKTON, CALIF.	A. J. "Roy" Gault
TACOMA, WASH.	Morford-Blaney Motors
TULSA, OKLA.	Wilcox One Stop Super Ser. Sta.
WASHINGTON, D. C.	District Automotive Supply Co.
WILKES-BARRE, PA.	Stearns-Phillips Corp.
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Private Lives (continued)



CATHERINE DALE OWEN (SECOND LEFT) IN RENO

tion. She was in Reno getting a divorce from Milton Fennimore Davis Jr. In the photograph above, Miss Owen is sharing a fence with a ranch hostess (on her left) and two sister divorce-seekers.

separation was made formal and he promised to pay his wife \$20,000 in installments, plus \$125 a month allow-

Chief Tshhekedi Khama, Regent of the Bamangwato tribe in Bechuanaland, southern Africa, was deposed by the British in 1933 for having taken the law into his own hands and flogging a lewd Scotsman who had debauched native girls. Good and wise Tshhekedi was soon reinstated. Last year he married Bagakamatse Sekgoma, and shortly went off on a long tax-collecting trip. When he returned he found his wife with child. As he figured the length



LINDA BILBO

ance. Mrs. Bilbo, 57, is now asking a Washington court to make the Senator pay what he promised.

Lieutenant Thomas H. Massie, U. S. N., who in 1932 killed a Hawaiian his wife had accused of raping her was divorced by her in 1934—"but only because he insisted on it," said Mrs. Massie. Next year he was transferred to a post in Bremerton, Wash. There he met Florence Storms, whose father is postmaster of Chewelah, Wash. and secretly, a few weeks ago, he married her.



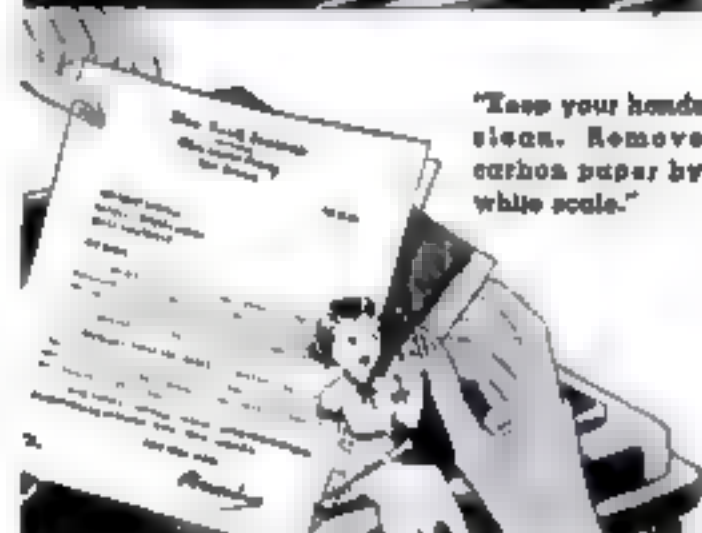
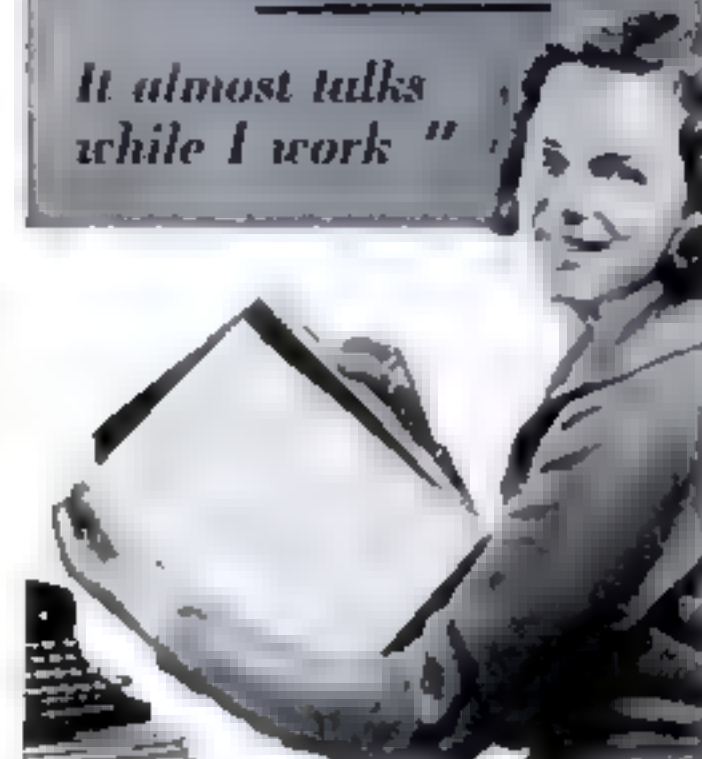
LIEUT. MASSIE & BRIDE

of his absence, the child could not possibly be his. He therefore went before the British commissioner and demanded a divorce. He said that his wife had purchased love philters to win the love of Leetile Raditlahoi and the philters had worked. The British commissioner has just granted Tshhekedi his divorce.

Linda Bilbo explains her separation from her husband, Senator Theo Bilbo, this way: "He is just gone and does not come home." Mr. Bilbo, loud-mouthed Senator from Mississippi, thus informally left his wife in 1933. In 1935 the

"This CARBON PAPER Is Different"

It almost talks while I work "



For Samples of this amazing new carbon paper, send 25c today for ten sample sheets. Tell us the number of copies to be made at one typing, the name of the machine you are now using, size of carbon desired, and your name and address. For easier, quicker, neater typing, send 25c today to the F. S. Webster Company, 19 Amherst St., Cambridge, Mass.

MULTIKOPY QUALITY

This new kind of carbon paper is made by the manufacturer of your old standby, MultiKopy Carbon Paper and Star Brand Typewriter Ribbons. You can therefore count on uniform quality and longer wear.

WEBSTER'S
Micrometric
CARBON PAPERS

No Pullman Cars in the Malay Jungle

Regrets CARVETH WELLS
Noted Explorer and Author



YOUNGSTERS LIKE IT

"Pullman is the only way for a mother to travel in peace and comfort," writes Mrs. Carl Hoesle, Chicago. "There's plenty of room for active youngsters and it's clean and healthful and—above all—safe!"

No more glorious adventure than this—to settle cozily into your Pullman berth with the night whirling by outside, its alarms and mysteries and troubles barred from your little world by the seeming magic of Pullman comfort and safety.

Everyone who has ever ridden in a Pullman knows this sense of peaceful seclusion and security. It comes from Pullman's 78 years of knowing how to build a car that rides smoothly and quietly, and to equip it with conveniences and services to please the most particular.

But going by Pullman is no privilege reserved for the few. It's *everybody's* way of traveling comfortably and safely. It costs no more than a first-class lodging, yet while you rest and relax in its friendly and inviting atmosphere, you are speeding toward your destination, and you are certain of getting there!

Always go by rail and Pullman—the safest travel in the world. Available throughout the nation and on various lines in Canada and Mexico. Get full information from your ticket agent; or write

THE PULLMAN COMPANY, CHICAGO

"From Africa to the Malay jungle—Iceland—Russia—Panama—I've sampled some odd forms of transportation. When in America I'll take no risks. I regard Pullman transportation by far the safest and most comfortable means of traveling."

Carveth Wells



HAS TO BE "ON HER TOES"

"I have to be, literally, on my toes," writes Carla Bradley, youthful danseuse. "That's why I appreciate the rest and relaxation of Pullman while I'm on tour."

Pullman and Rail—The safe way to go and the sure way to get there



BANKS FURNACE sprains ankle

Son applies Absorbine Jr.
at once. Brings Quick Relief



WRITES O. H., of Oak Park, Ill., "I was on the way down the cellar stairs to bank the furnace for the night and I slipped on the last step. A terrific pain shot through my ankle and up my leg. Just managed to hobble upstairs. My son got the bottle of Absorbine Jr. from the bathroom—rubbed it on my ankle and by morning the swelling and pain were practically reduced to nothing."

You, too, will find in good old Absorbine Jr. a wonderful family liniment. Many doctors and nurses and clinics recommend it highly for sprains and strains, sore muscles, muscular rheumatic pains. And it's a world-famous treatment for destroying the fungus of Athlete's Foot.

Get a bottle today. Your druggist has it. \$1.25 a bottle and thrifty because a little goes so far. For free sample, write W. F. Young, Inc., 362 Lyman St., Springfield, Mass.

*Based on actual letter in our files

ABSORBINE JR.

Relieves sore muscles, bruises,
muscular aches, sprains,
Athlete's foot

DETROIT'S HOTEL STRIKE STRANDS SOME FAMOUS GUESTS



Mrs. Osa Johnson, explorer, who was hurt two months ago in the airplane accident which killed her husband Martin, was stranded in her wheel chair on the 11th floor of the Book-Cadillac.

Movie Sweethearts Sonja Henie and Tyrone Power lunch on sandwiches in Miss Henie's room. Gallant Actor Power walked down 17 flights and up again to provide Miss Henie with lunch.

For 12 hours on March 16, all four of Detroit's big hotels were tied up by sit-down strikes. Elevators stopped running, waiters stopped working, bellboys dined on banquet food and guests went hungry. Though less serious than some other strikes in a strike-ridden city, the hotel sit-down called forth the hottest protests. Soprano Lily Pons, staying at the Statler between concerts, stormed: "Maybe I sit down too. These Detroiters have the habit." Appeased by a tray of food from a sympathetic French chef, she sang on schedule. When Sonja Henie was stranded on the 17th floor of the Book-Cadillac, her movie sweetheart, Tyrone Power, walked up with sandwiches. Mrs. Martin Johnson, the explorer, had the most caustic comment. Said she: "These pickets look like the lions who prowl around your car in Africa. Only in Africa you shoot the lions."

The hotel strike was patched up by Governor Frank Murphy but that was only one subtraction from a list of at least 30 strikes in Detroit. Though fear of a general strike subsided, the 6,000 sitters at the Chrysler automobile plants armed themselves with sticks and stones, stubbornly refused to budge.



Down from a window near the top "O" in the Hotel Book-Cadillac's sign look Sonja Henie and Tyrone Power. Miss Henie was in Detroit to give a skating exhibition, Power to watch her.



The softest sit-down in Detroit was the one shown at right Mary Marjec, a striking waitress, sits on a pile of mattresses, stacked in the Casino Club of the Hotel Book-Cadillac

HERE'S ALL THE *Extra* VITAMINS AND MINERALS YOU NEED

of course VITAMIN A

Children need it to grow. You need it to fight off colds, for good eyesight. With Ovaltine you get all the extra A you need—according to experts.



of course VITAMIN B₁

You eat poorly—and you're tired, listless, nervous, "low"—if you don't get enough B₁. The Ovaltine way, you get plenty!



of course VITAMIN D

Rarest of all vitamins in food. You get it from sunshine—but 6 or 8 months of the year most people don't get enough sunshine. Rain or shine, you're safe with Ovaltine.



of course CALCIUM and PHOSPHORUS

They're vital to bones and nerves in adults—also to teeth in children. The Ovaltine way, you have loads.



3 Average-Good Meals + 2 Glasses of Ovaltine Give the Normal Person All the Extra Vitamins and Minerals He Can Use! Here's Why—

Government authorities say today that 3 out of 4 people are under par—"sub-marginal"—nervous, underweight, easily fatigued—even "well-fed" people—because they don't get enough vitamins and minerals! Result, millions of people taking pills!

But if you are a regular Ovaltine user—and are eating three average-good meals a day—you don't need to worry! Other people who are not using Ovaltine may need vitamin pills or capsules, but as an Ovaltine user, you're already getting all the *extra* vitamins and minerals *your system can profitably use*, according to experts!

Long before vitamin and mineral deficiencies became a serious national problem, we added to Ovaltine *extra amounts* of those vitamins and minerals most likely to be deficient in the average diet—*enough to be sure*—in scientific proportion—all except Vitamin C which is plentiful in fruit juice.

This is ONE of the reasons why thousands of tired, nervous people and thin, underweight children have shown remarkable improvement in health when Ovaltine is added to their regular meals.

So don't worry about vitamins and minerals! Rely on Ovaltine to give you all the extra ones you can use—in addition to its other well-known benefits. Just follow this recipe for better health—

3 MEALS A DAY + OVALTINE NIGHT AND MORNING

If you want to read more about this extremely interesting subject, send coupon below. If not, start your Ovaltine today and don't worry!



WARNING!

Authorities say you can't completely trust "good" meals to supply *all* the vitamins and minerals you need for good health—even with careful meal-planning—because shipping, storing and cooking reduce the vitamin-mineral values of food.

So rely on 2 glasses of Ovaltine a day for all the *extra* vitamins and minerals you need!

of course VITAMINS G, P-P

You can't be alert, awake, "alive" without them! You get them—and the *entire* Vitamin B complex family in Ovaltine!



of course IRON

Without iron, you can't have good red blood. Ovaltine supplies all the extra iron you need—in the way you can use it!



But No!

Don't think vitamins and minerals are *all* Ovaltine gives you. It's a well-balanced dietary food supplement prescribed by doctors the world over famous also as a bedtime drink to foster sound sleep and morning freshness.



SEND FOR FREE SAMPLES

OVALTINE, Dept. VM43-L-1
360 N. Michigan Ave., Chicago, Ill.
Please send free samples of Regular and Chocolate Flavored Ovaltine—and interesting new booklet.

Name.....

Address.....

City.....State.....

OVALTINE
THE PROTECTING FOOD-DRINK

This might have been a scalpel!



STEEL that might have been a surgeon's life-saving scalpel . . . hands that might be working to attain a surgeon's skill . . . both have been forced into war.

This is not our choice . . . it is our necessity.

Only victory can bring our young men back to their homes. We must hasten the day.

You as an American have made this nation's industries strong by demanding ever better products in time of peace. That strength is strength for all of us today.

The skill and experience you made possible are turning out a flood of war material. The Texas Company is pouring forth vast quantities of 100-octane gasoline, special chemicals for making explosives and synthetic rubber and other war products.

Let's hurry victory . . . by working hard . . . pulling in our belts on food . . . buying war stamps and bonds . . . giving up pleasure driving . . . keeping under 35 . . . saving our tires and gasoline.

Let's speed the day when we can again put peaceful steel in the hands of our young men, not to destroy, but to create.

THE TEXAS COMPANY

TEXACO FIRE-CHIEF AND SKY CHIEF GASOLINES • MAYOLINE AND TEXACO MOTOR OILS



30 times as fast as speedball delivery...

Lightning-Action
gasoline delivers
full power to your engine

Zip . . . the speedball smacks into the catcher's mitt. It takes $\frac{1}{30}$ of a second. In the same time, your car's engine could fire 30 successive charges of Fire-Chief gasoline . . . and get full power from each.

No slow-burning elements handicap Fire-Chief's action . . . no wasted power goes out the exhaust. The result is more power for your car, and more for your pocketbook in greater mileage.

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LIFE

Vol. 2, No. 13

March 29, 1937

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THE FRONT COVER IS A PHOTOGRAPH OF EASTER CHORISTERS FROM INTERNATIONAL NEWS PHOTOS

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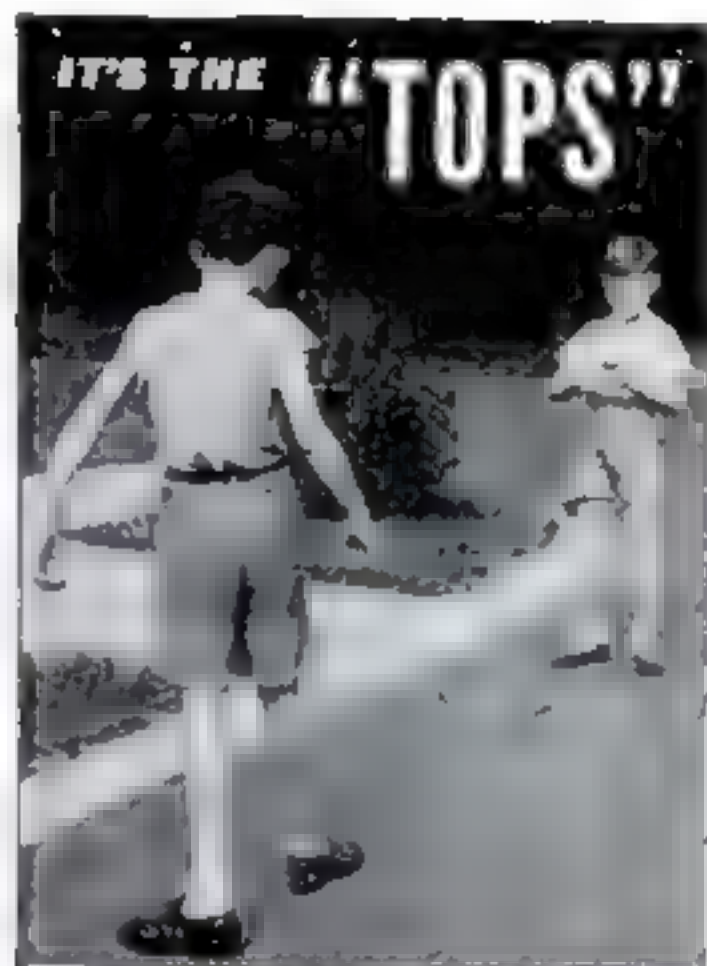
IF your eye brightens at the flash of a well-turned ankle, IF your heart leaps when a trout rises to the fly; IF you grunt approvingly at the straight flight of your golf ball . . . in short—if you're a **MAN!**—Mister, this \$5 lightweight ROAMER is your hat.

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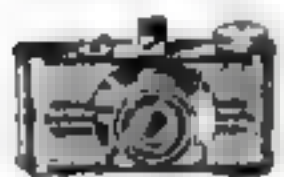
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LIFE'S PICTURES



Paul Dorsey, Los Angeles newspaper photographer who went to the Iowa party in Los Angeles for LIFE (see pages 72, 73, 74, 75), also took the pictures of an air hostess at work and at play (see pages 11, 12, 13). Among his former photographs for LIFE are those of Sonja Henie (Jan. 11).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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11, 12, 13—PAUL DORSEY
14—UNITED AIR LINES—P.L. AMERICAN AIRLINES (5)
15—STECHEBARDT STUDIO, ACME—AMERICAN AIRLINES, UNITED AIR LINES, TWA—PETER ARNO courtesy The New Yorker, UNITED AIR LINES
16, 17—P. I.
18—W. W.—P. I.
19—P. I. & W. W.
20—ROSTKUSCHER ST. I. H. EUROPEAN NEWSPHOTOS
21—ROSTKUSCHER EUROPEAN NEWSPHOTOS
22—INT., W. W.—INT.—W. W., INT., P. I.
23—P. I.—RUDY ARNOLD
24—WARNER BROS.
25—WARNER BROS. ex. top rt. REX HARDY JR.
26, 27—APENCE AIR PHOTOS from MCLAUGHLIN
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45—FERNAND BOURGES
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47—FERNAND BOURGES
49—W. W.
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52—P. I., EISENSTAEDT—PIX P. I.
54—FOX MOVIEZONE NEWS—EISENSTAEDT—PIX, P. I.—KEY, P. I. (2)
55—GEORGE WILLARD ROUTE
57—BETTMAN COLLECTION—CLARENCE P. HORNUNG
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68—ACME—KALEC—ACME—KALEC
72, 73, 74, 75—PAUL DORSEY

ABBREVIATIONS, EXC. EXCEPT, L., LOWER, LT., LEFT; RT., RIGHT; INT., INTERNATIONAL; KEY, KEYSTONE P. I., PICTURES INC.; W. W., WIDE WORLD.

Clicking...
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Just see if you can resist it! Pour yourself a tall golden glassful. We think you'll find a new love for pineapple juice—a deep, lasting attachment—in DEL MONTE's kind!

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Life Goes to a Party

In Los Angeles with forty thousand Californians who still call Iowa home



His heart on his lapel, this ex-Iowa Californian not drinks mightily and drinks happily of home

Southern California is overrun with Midwesterners who, having made a modest competence at home, move there to pass their last years in the sunshine. No State contributes more heavily to the Southern California population than Iowa. Yet these ex-Iowans still call Iowa home. On March 6 some 40,000 Californians with Iowa connections assembled for a monster picnic in Los Angeles Lincoln Park. They munchied sandwiches, drank Coca-Cola *see caption below*, discussed Social Security, the Townsend Plan, Iowa spirit was rampant as the picnickers rallied around county signposts *see caption below* and shouted Iowa greetings to Iowa friends and relatives.



Prodigious are the appetites of picnicking youngsters like Albert Alstetter at the Iowa picnic





Boxes and baskets of picnic lunch are checked here at the Iowa outing



Under this sign and others like them over the picnic grounds, ex-Iowans meet ex-Iowans in California, reminders that they look home

Civil War Veteran E. A. Springle, 72 years old, is one of the Iowa contingents, and has had a most enjoyable time at the picnic. He is one of the 40,000.



Resident Iowan Mrs. C. H. Scott, above, rapidly and pleasantly puffs a cigarette as her California hostess Mrs. Frances Stevens looks on. Says Mrs. Scott, who doesn't smoke at home: "In California it's different, you can do almost anything."

A distinguished picnicker is Frank, neatly-groomed Fred B. Crankshaft, below, president of the Iowa Association in Southern California.



First childhood is well represented numerically at the Iowa picnic. Most parents are Iowa-born; most offspring, California-born.



Second childhood makes the rounds in wheel chairs. Many picnickers are old folk spending declining years in California sunshine.



Young manhood is represented by sailors who come from almost anywhere. Claiming to be conscientious searchers for Iowa brothers and sisters and cousins and aunts, these three gobs make many friends, give the picnic a colorful musical-comedy touch.



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Life's Party (continued)



Swings keep Iowa children joyfully occupied while their elders talk.



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Coming off it. The book is a masterpiece in design, printed by James H. Jones, Inc., New York City.



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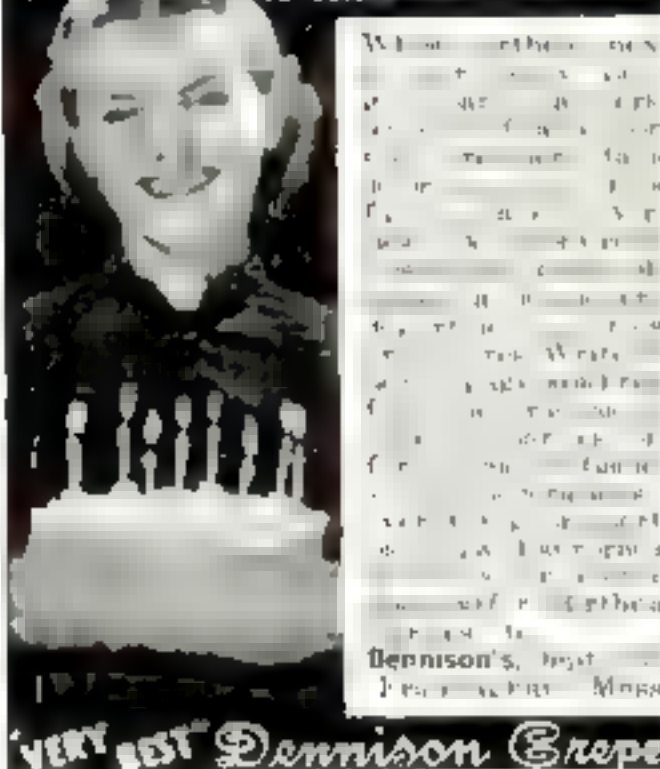


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**HOW TO MAKE THAT
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Life's Party




Attractive picnickers are ex-Iowan Mrs. Harry Sargent and her two daughters, finishing their lunch from paper bags on the grass of Los Angeles' Lincoln Park.



Boaters make comparatively little use of the park lake. Most Iowa picnicers prefer to sit on the benches and reminisce about the State they still richly love.



Lost Boy Department finds a loathing customer in Tommy, unable to tell his last name.



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LETTERS TO THE EDITORS

Weir of National

Sirs

I wish to take exception to the caption which appeared under the photograph of Mr. Ernest T. Weir on page 18 of LIFE, March 15, which stated that he "raised no wages in his National Steel."

As a matter of fact, Mr. Weir not only raised wages in National Steel Corp. but was the first man in the industry to establish the \$5 per day minimum wage and the 40-hour week.

F. M. HESSE
Treasurer

National Steel Corporation
Pittsburgh, Pa.

LIFE stands corrected and accords due credit to Steelmaster Weir for taking the lead in his industry's general wage raise.—ED.

Girdler of Republic

Sirs

With reference to Mr. Girdler, chairman-president of Republic Steel you say: "He has raised wages, cut hours in line with CIO demands." The assumption here drawn is entirely erroneous. It is quite true that Republic raised wages and cut hours—but not in line with any CIO demands, for the simple reason that CIO made no demands on Republic. Republic announced its wage increase on March 1, previous to the conclusion of the agreement reached between Carnegie-Illinois and CIO and details of wage rate adjustments were worked out with Republic employee representatives who met with the management in Cleveland in a harmonious, cooperative, democratic manner.

EDWIN C. BARRINGER
Editor

Daily Metal Trade
Cleveland, Ohio

Great Experience

Sirs

I have not missed one copy of LIFE since its "birth," and you can well be proud of this interesting and smart magazine. My Washington trip (LIFE, Feb. 1) was a great experience, the memory of which I shall treasure always.

JEAN BARLOW
Hollywood, Calif.

"Mrs. Jesse Livermore"

Sirs

In LIFE Jan. 25 you carried a reprint of a photo and below the reprint the person at the right was designated as being Mrs. Jesse Livermore.

That was a rank mistake and misstatement, as the person now is not Mrs. Jesse Livermore, but Mrs. Dorothea Wendt Longcope. At the time the photo was taken, she was Mrs. Jesse Livermore, but she married J. Walter Longcope in 1932 and is still Mrs. Longcope.

You have done my present wife, whom I married in March 1933 a great injustice, as she is the only Mrs. Jesse Livermore at present. It has caused her and me and even my first wife, Nettie E. Livermore, a lot of embarrassment.

Under the circumstances I think it is only fair and right that you should correct this grave mistake.

JESSE L. LIVERMORE
New York, N. Y.

LIFE regrets embarrassing Mr. Livermore and his present wife by publishing the picture of his previous wife who is now Mrs. Dorothea Wendt Longcope. However LIFE's headline and text clearly stated that this picture, with others, was taken at Palm Beach in 1921 at which time the present Mrs. Longcope was, as the caption correctly stated, Mrs. Jesse Livermore.—ED.

N.A.A.C.P. Appreciation

Sirs

May I take this occasion to express to the editors of LIFE our appreciation for the magnificent photographs of Negroes, including Marian Anderson, Paul Robeson, flood refugees and others, which have appeared in recent issues of LIFE? This fair pictorial presentation of various aspects of Negro life is of inestimable value in helping to give a more balanced concept of the American Negro, which in turn helps all Americans.

We want you to know how much we appreciate what you are doing.

WALTER WHITE
Secretary

National Association for the Advancement of Colored People
New York, N. Y.

"Darky"

Sirs

In its treatment of Negro subjects LIFE has been fair. However, it seems to possess one thing in common with most magazines, far beneath its level. The inevitable tendency common in white magazines, to now and then poke fun at Negro subjects.

In the issue of March 1, you use the words "a proud darky." Is there any good reason for using this or any other uncomplimentary and humiliating term in referring not only to Negroes, but any member of any other minority group?

THOMAS W. ANDERSON
General Secretary
Young Peoples Progressive League
Cleveland, Ohio

Sirs

LIFE uses the words "Darky" and "Nigger." The first term is used freely in the South when referring to the Negro, the second, an obsolete and offensive term, has long since been dropped by all first class newspapers and larger magazines and other publications.

I believe this is an oversight on the part of the editors to allow this to get through and they do not know that intelligent and well-meaning Negroes object to it.

FRANK A. YOUNG
Managing Editor

The Call
Kansas City, Mo.

Mark Twain is LIFE's sound authority for calling the Negro in Thomas Benton's Huckleberry Finn mural "Nigger Jim."—ED.



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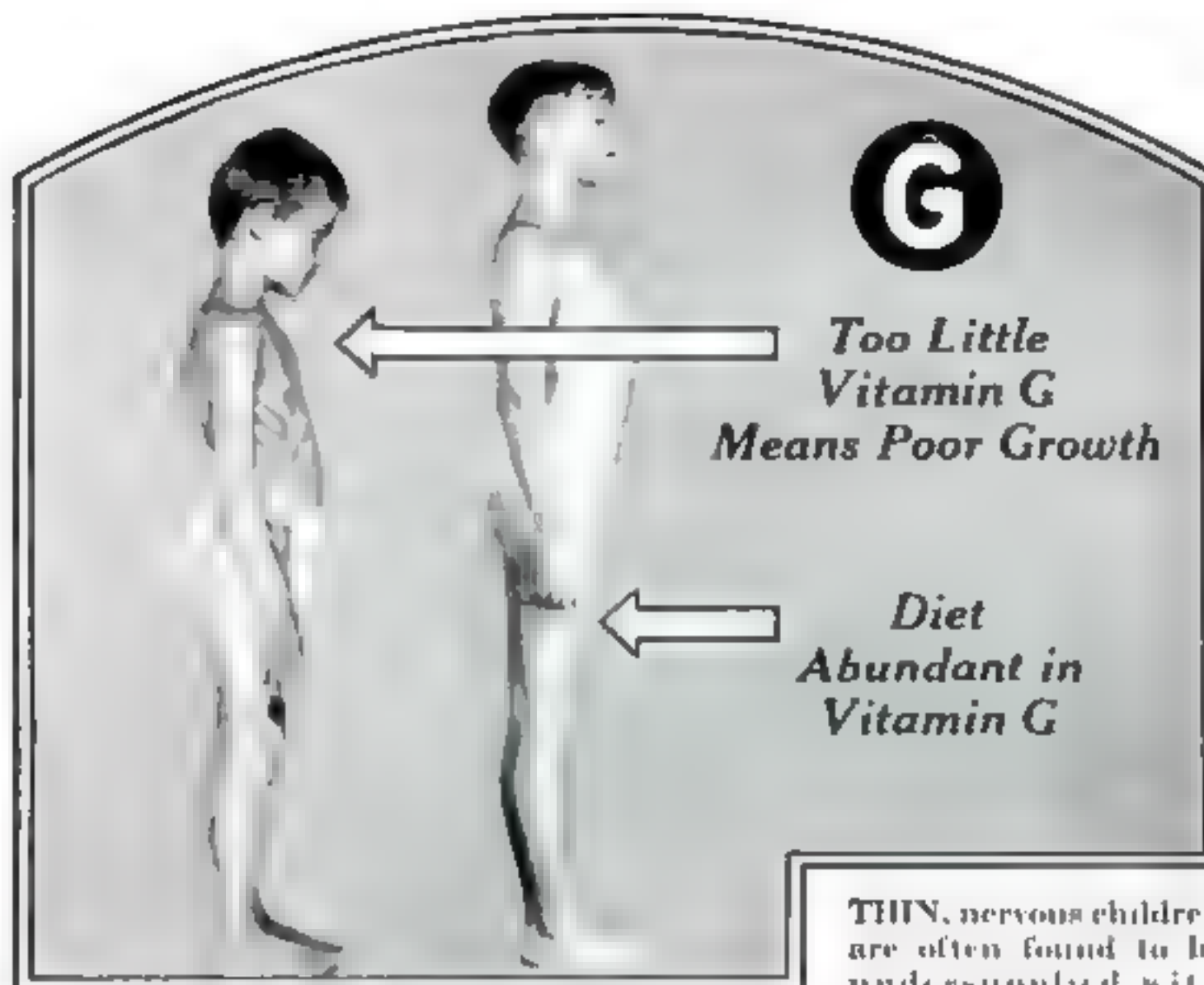
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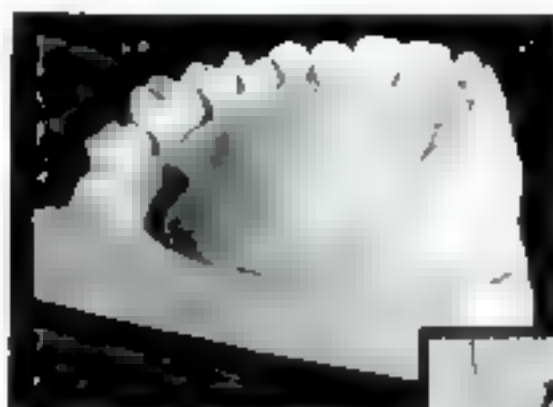
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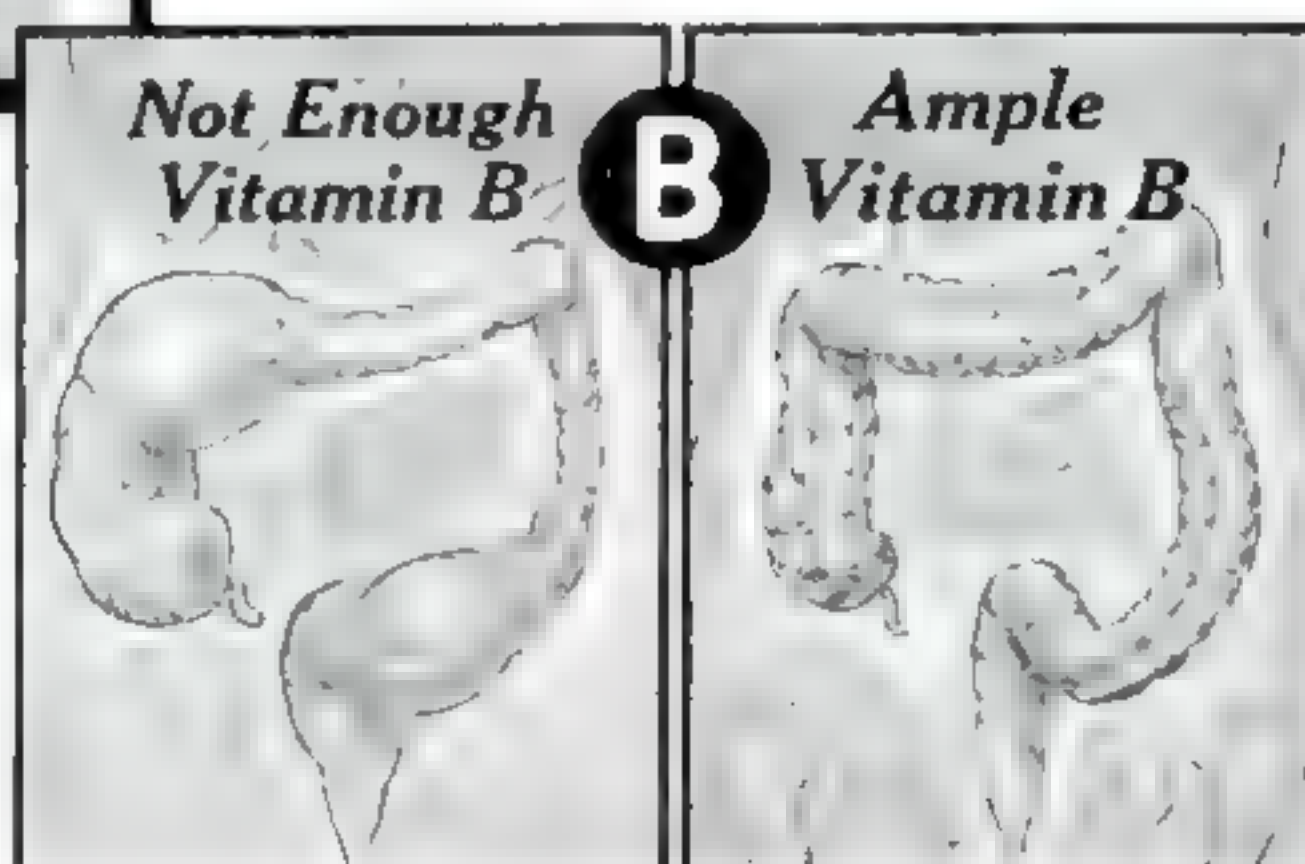
People Don't Know Whether They Are Getting Enough Vitamins—Until Ill Health Shows It. But Add ONE FOOD to Your Diet EVERY DAY and You Can Be Sure of a Regular EXTRA Supply of These Four Vitamins



G **THIN**, nervous children are often found to be undersupplied with Vitamin G—the **GROWTH VITAMIN**. A generous supply of this vitamin is needed by all growing children to aid in the proper development of a strong, healthy body. Fleischmann's Yeast is rich in Vitamin G. Children from 5 to 12 years can be given 1 to 2 cakes daily.



D **MISSHAPEN**, poorly formed teeth (like those in plaster cast at left) can come from a lack of Vitamin D—the **BONE VITAMIN**. Growing children, especially, need plenty of Vitamin D to help in the formation of strong, attractive teeth. Fleischmann's fresh Yeast provides a rich supply of this **BONE VITAMIN**. Children from 5 to 12 years can be given 1 to 2 cakes each day.



B **DISTENDED** bowels (see picture at left above), impaired digestion, sagging stomach may all result from too little Vitamin B.

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A **INCREASED SUSCEPTIBILITY TO COLDS** can occur when you are getting too little Vitamin A. Lack of this vitamin weakens the membranes lining nose and throat. Eat Fleischmann's Yeast daily to add to your regular supply of Vitamin A.

EVERYDAY MEALS are often uncertain in providing enough of all the vitamins the body needs to keep it *really* healthy!

As a result, there are many people today who suffer from some degree of vitamin deficiency.

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Fleischmann's fresh Yeast is the *only*

natural food that gives you such a rich supply of these 4 *combined* health-building vitamins.

Eat 3 cakes *regularly*, every day—one cake about ½ hour before each meal. Eat it plain—or dissolved in a little water. Begin right now to secure an **EXTRA** supply of these important vitamins in addition to what your meals provide. It's a good plan to order two or three days' supply at a time from your grocer. Fleischmann's Yeast keeps perfectly in the icebox.



ROBUST HEALTH, a sturdy, well-built body like that of Red Rolfe, brilliant Yankee third baseman, show he receives his full daily quota of the 4 *essential vitamins*, A, B, D and G.

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A house at Chestnut Hill, Penna., designed by Architect J. L. Converse for himself. Note effectiveness of Cabot's DOUBLE WHITE on brick.



Cabot's DOUBLE WHITE on common brick in a beautiful suburban house at Toledo, Ohio. The architect is Earl B. Hoke of Toledo.



Residence of Elipha D. Borge of Borge & Stevens, Architects, Atlanta, Ga. The cedar shakes are painted with Cabot's DOUBLE WHITE.

Paint your House
WHITE
 this Spring...

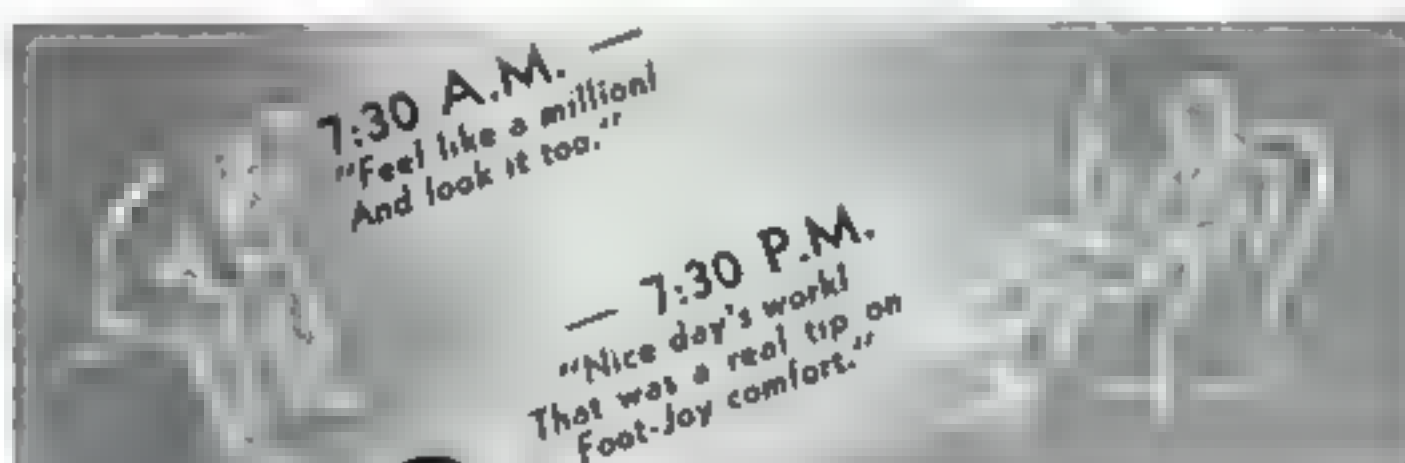
don't paint it just "near-white"

Pick out the whitest house in your neighborhood, and ask the owner what kind of paint he used. His likely answer: Cabot's DOUBLE-WHITE. This paint is made of pigments two or three shades whiter than those commonly employed. It is immune to the atmospheric gases which soon give many whites a yellowish or grayish tinge.

FREE—The Little White Book

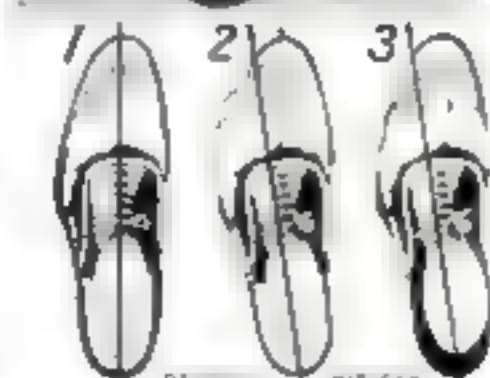
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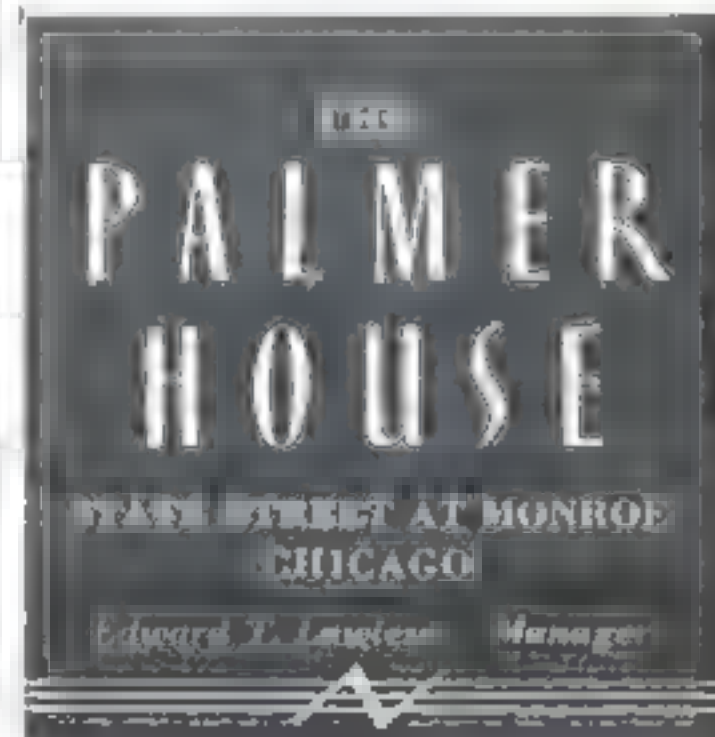
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 of
 Hotel Living



PICTURES TO THE EDITORS

Tiger & Trainer

Sirs:
This photo is of me and a tiger I was trying to train. It is not an act. I was trying to have some new photos made for the Press. When this tiger sprang for me, I was trying to place the one you see on the ground for a pose. The camera evidently caught this one as he hit. Tiger's name is Beauty. One on ground in Boston. I did not finish after this one got through with me. Picture was made on Ringling Bros. B. B. Circus in Chicago.

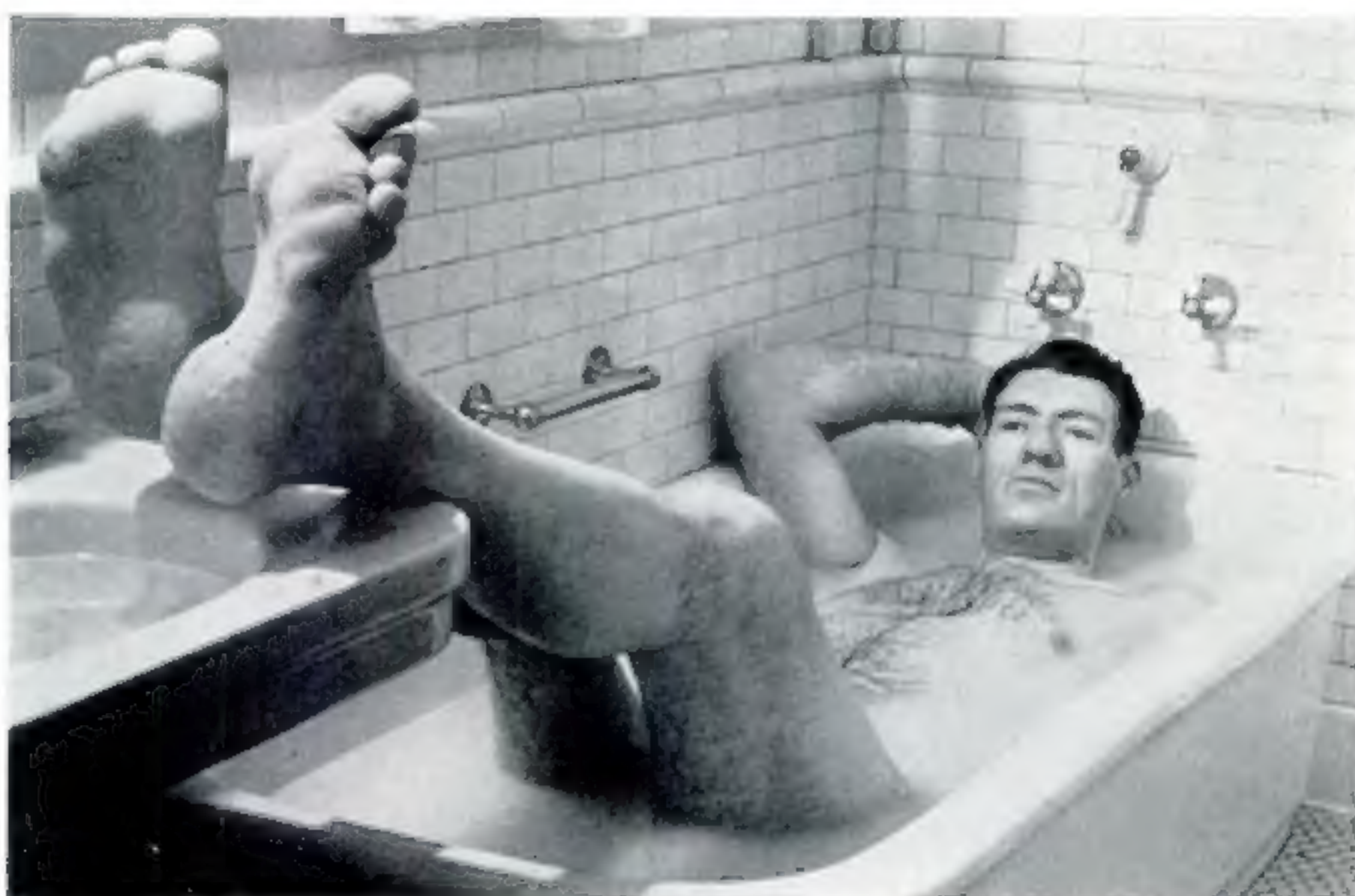
MABEL STARK
"World's Only Woman Tiger
Trainer"
Elmonta, Calif.



Great Dane

Sirs:
Heretofore, whether I willed it or not, I have always been referred to around the opera house as "mammoth Melchior, the Great Dane of the Met." Now suddenly, I have become "Lilliputian Lauritz," and all because of that distorted photo in your March 8 issue which presented me as a sadly foreshortened little Tristan. As a result, there is talk about the possibility of switching me from the role of the stalwart Siegfried to that of the dwarf Mime in the same opera. What would the spirit of Richard Wagner say, if he saw his Isolde falling for such a puny specimen as your wide-angle lens produced? I am sending you herewith another photograph of myself in the role of Tristan which gives a better idea of my legitimate height.

LAURITZ MELCHIOR
New York, N. Y.



Giant in Minneapolis

Sirs:
Cliff Thompson, 8-ft. 7-in. giant, billed as the "World's Largest Man," registered at Hotel Radisson in Minneapolis with his 465 lbs. to appear at the annual

Shrine circus. The job of giving him publicity resulted in, among other things, the picture I am enclosing of him bathing in an average-size hotel tub. Some guy!

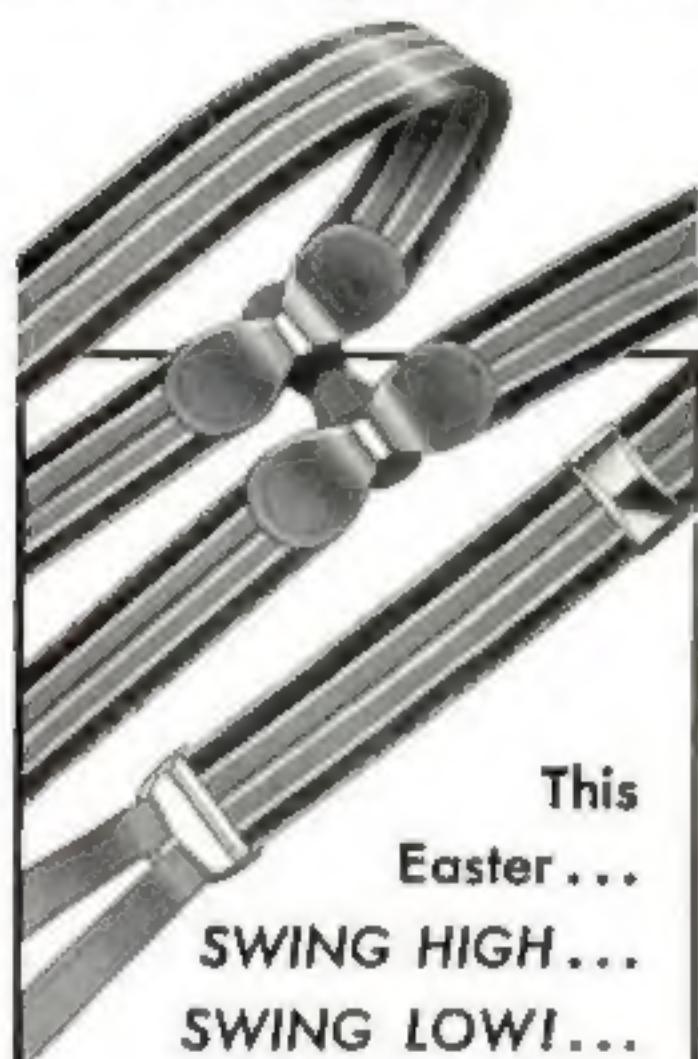
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PICTURES TO THE EDITORS

(continued)



Pole Climb

Sirs:

I am enclosing a set of photos made when I was assigned to climb to the top of a 225-ft. high liberty pole in order to get a picture which would show an area of slums, abandoned canal bed and railroad tracks for the purpose of a photo diagram to show the suggested changes of railroad tracks, streets, viaducts, etc.

To get this photo, I started the climb (above) using a window washer's belt and a piece of half-inch manila

rope for a safety belt. Finally I reached the top (above, right), after many stops to catch my breath and muster up courage to continue up. My only companion atop the pole was the big bronze eagle. Then I turned my camera straight down and got this picture (below) of the street below. Does it make you dizzy? Well, think how I felt. This is the way that "straight down" looked from the top.

J. WINTON LEMEN

The Times
Buffalo, N. Y.



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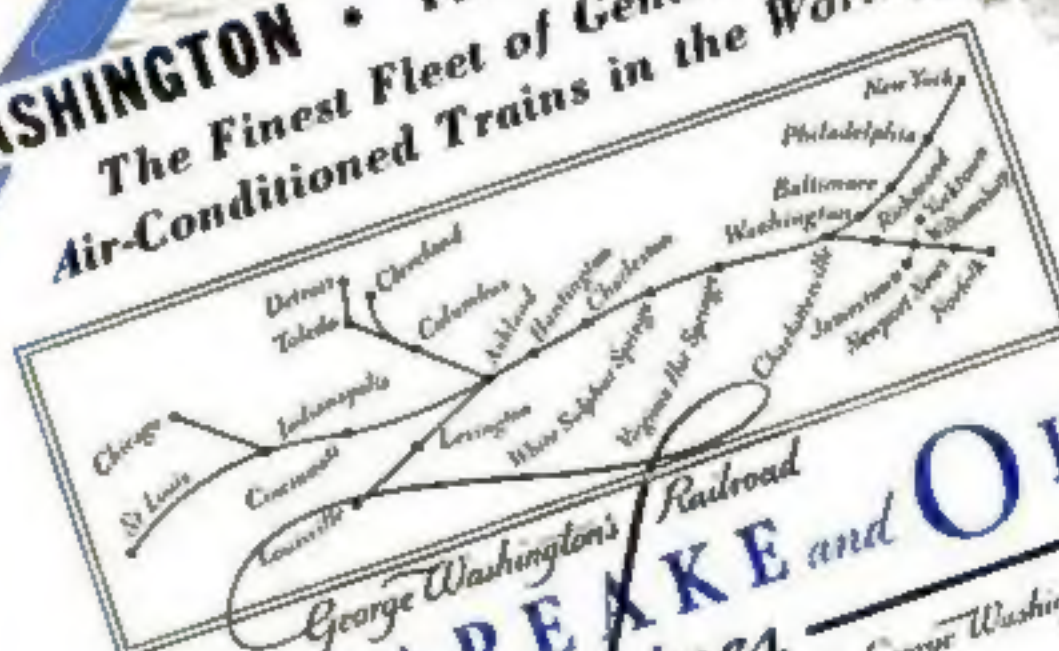
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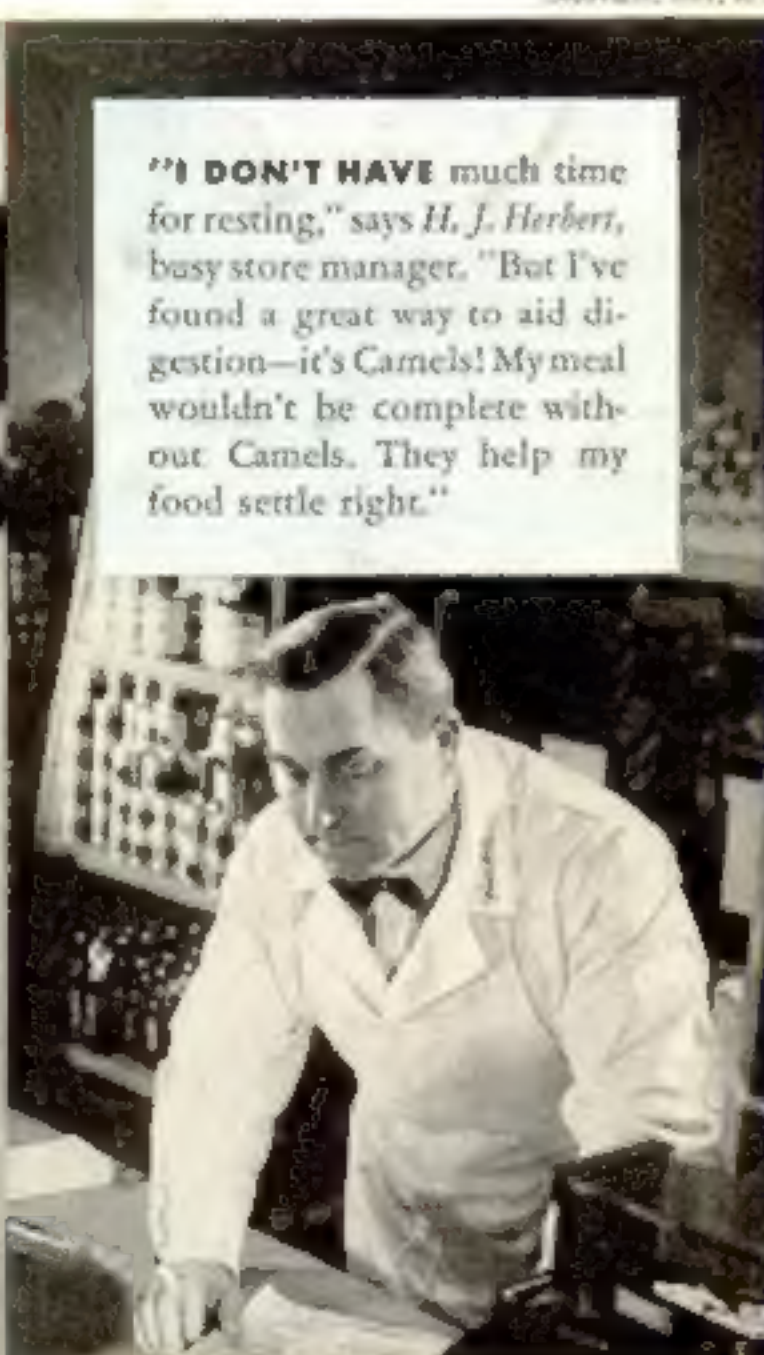
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